

Subdivided Module Catalogue for the Subject

Keine PO-STG-Zuordnung vorhanden

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

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

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

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

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

Conventions

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

Notes

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

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

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

In accordance with

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

ASPO2015

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

09-Sep-2026 (2026-132)

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 (40 ECTS credits)				
04-CBE1-162-m01	Introduction to China's Economy	5	NUM	14
04-CBE2-162-m01	Methodological Questions of Chinese Economic Research	5	NUM	15
04-CBE3-212-m01	China in the Global Economy	5	NUM	16
12-EBWL-G-262-m01	Introduction to Management	5	NUM	58
12-EVWL-262-m01	Introduction to Economics	5	NUM	59
12-EWiinf-G-262-m01	Business Informatics	5	NUM	60
04-CBE4-212-m01	Chinese Commerce 1	5	NUM	17
04-CBE5-212-m01	Chinese Commerce 2	5	NUM	18
Compulsory Electives 1: China's Economy (10 ECTS credits)				
04-CBE6-212-m01	Case Study	5	NUM	19
04-CBE7-212-m01	Chinese Markets	5	NUM	20
04-CBE8-212-m01	Challenges of Sustainable Development in China	5	NUM	21
04-CBE9-212-m01	Current Topics of Chinese Economic Research	5	NUM	22
Compulsory Electives 2: Chinese Studies (5 ECTS credits)				
04-CS-TCC-I-192-m01	Introduction to Transformation in Contemporary China	5	NUM	45
04-CS-HI-I-192-m01	Introduction to Heritage and Innovation	5	NUM	34
04-CS-TCC1-1-192-m01	Contemporary Politics in Transformation 1	5	NUM	35
04-CS-TCC1-2-192-m01	Contemporary Politics in Transformation 2	5	NUM	36
04-CS-TCC2-1-192-m01	Contemporary Society in Transformation 1	5	NUM	37
04-CS-TCC2-2-192-m01	Contemporary Society in Transformation 2	5	NUM	38
04-CS-TCC3-1-192-m01	Contemporary Economy in Transformation 1	5	NUM	39
04-CS-TCC3-2-192-m01	Contemporary Economy in Transformation 2	5	NUM	40
04-CS-TCC4-1-192-m01	Societal Modernism and the Transformation of Arts 1	5	NUM	41
04-CS-TCC4-2-192-m01	Societal Modernism and the Transformation of Arts 2	5	NUM	42
04-CS-TCC5-1-192-m01	Transformation in Urban and Rural Contemporary China 1	5	NUM	43
04-CS-TCC5-2-192-m01	Transformation in Urban and Rural Contemporary China 2	5	NUM	44
04-CS-HI1-1-192-m01	Literature of Late Imperial China 1	5	NUM	24
04-CS-HI1-2-192-m01	Literature of Late Imperial China 2	5	NUM	25
04-CS-HI2-1-192-m01	Cultural History of Late Imperial China 1	5	NUM	26
04-CS-HI2-2-192-m01	Cultural History of Late Imperial China 2	5	NUM	27
04-CS-HI3-1-192-m01	Heritage and Innovation (Song-Qing) 1	5	NUM	28
04-CS-HI3-2-192-m01	Heritage and Innovation (Song-Qing) 2	5	NUM	29
04-CS-HI4-1-192-m01	Intellectual History of China 1 (900-1600)	5	NUM	30
04-CS-HI4-2-192-m01	Intellectual History of China 2 (900-1900)	5	NUM	31
04-CS-HI5-1-192-m01	East Asian History (600-1800) 1	5	NUM	32
04-CS-HI5-2-192-m01	East Asian History (600-1800) 2	5	NUM	33
Compulsory Electives 3: Management and Economics (15 ECTS credits)				
12-ACC-262-m01	Accounting	5	NUM	57
12-Mark-G-262-m01	Marketing	5	NUM	74
12-I&F-G-262-m01	Finance	5	NUM	62
12-Mik1-G-262-m01	Microeconomics	5	NUM	132

12-Mak1-G-262-m01	Macroeconomics	5	NUM	67
Compulsory Electives 4: Management and Economics - Subject (20 ECTS credits)				
Marketing (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-IMM-262-m01	Sales and Communications Management	5	NUM	134
12-M-SM-262-m01	Marketing Research	5	NUM	169
Core Electives (10 ECTS credits)				
12-M-INST-262-m01	Strategic Managerial Accounting	5	NUM	135
12-M-KOBO-262-m01	Coordination, Budgeting and Incentives in Organizations	5	NUM	138
12-M-GPU-262-m01	Business Software 1: Management and Implementation of Information Systems	5	NUM	125
12-M-IBS-262-m01	Digital Strategy	5	NUM	131
12-M-EC1-262-m01	E-Commerce	5	NUM	94
12-M-PIPM-262-m01	Product Innovation and Price Management	5	NUM	155
12-M-MA-262-m01	Marketing Analytics	5	NUM	139
12-M-IL-262-m01	Project Modul: Innovation Lab	5	NUM	133
12-M-SL-262-m01	Service-Learning Seminar: Developing Marketing Literacy among Adolescents	5	NUM	168
12-M-TM-262-m01	Topics in Marketing	5	NUM	190
Finance (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-CF2-262-m01	Portfolio and Capital Market Theory	5	NUM	86
12-M-EIFM-262-m01	Efficiently Inefficient Financial Markets	5	NUM	104
Core Electives (10 ECTS credits)				
12-M-CF1-262-m01	Discounted Cashflow	5	NUM	85
12-M-CF3-262-m01	Risk Management	5	NUM	87
12-M-CF4-262-m01	Topics in Corporate Finance	5	NUM	88
12-M-FMO-262-m01	Analysis of Financial Market Data	5	NUM	120
12-M-REKA-262-m01	Accounting and Capital Markets	5	NUM	158
12-M-UA-262-m01	Financial Analysis	5	NUM	201
12-M-EBF-262-m01	Empirical Banking and Finance	5	NUM	93
12-M-EIFM-262-m01	Efficiently Inefficient Financial Markets	5	NUM	104
12-M-BR-262-m01	Banking and Regulation	5	NUM	83
12-M-TCFRM-262-m01	Topics in Finance	5	NUM	179
Human Resource Management and Organization (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-AO-262-m01	Incentives in Organizations	5	NUM	71
12-M-HRM-262-m01	Human Resource Management and Industrial Relations	5	NUM	127
Core Electives (10 ECTS credits)				
12-M-EPF-262-m01	Empirical HR Research with Stata	5	NUM	107
12-M-UGF1-262-m01	Corporate Entrepreneurship and Innovation	5	NUM	202
12-M-KOBO-262-m01	Coordination, Budgeting and Incentives in Organizations	5	NUM	138
12-M-CT-262-m01	Contract Theory	5	NUM	89
12-M-AFW-262-m01	Employment Law	5	NUM	64
12-M-OEDT-262-m01	Organizational Economics and Digital Transformation	5	NUM	150
12-M-EE-262-m01	Experimental Economics	5	NUM	97
Master's with 1 major China Business and Economics (2027)		JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027		page 5 / 211

12-M-TRMO-262-m01	Topics in Human Resource Management and Organization	5	NUM	195
Strategic Entrepreneurship (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-UGF1-262-m01	Corporate Entrepreneurship and Innovation	5	NUM	202
12-M-UGF2-262-m01	Corporate Strategy	5	NUM	204
Core Electives (10 ECTS credits)				
12-M-EF-262-m01	Entrepreneurship Fundamentals	5	NUM	99
12-M-UGF3-262-m01	Digital Entrepreneurship and Digital Transformation	5	NUM	206
12-M-ZDI-262-m01	ZDI Accelerator Program	10	NUM	211
12-M-IL-262-m01	Project Modul: Innovation Lab	5	NUM	133
12-M-IBS-262-m01	Digital Strategy	5	NUM	131
12-M-PROM-262-m01	Project and Change Management	5	NUM	157
12-M-AO-262-m01	Incentives in Organizations	5	NUM	71
12-M-EC1-262-m01	E-Commerce	5	NUM	94
12-M-TSE-262-m01	Topics in Strategic Entrepreneurship	5	NUM	198
Managerial Accounting (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-KOBO-262-m01	Coordination, Budgeting and Incentives in Organizations	5	NUM	138
12-M-INST-262-m01	Strategic Managerial Accounting	5	NUM	135
Core Electives (10 ECTS credits)				
12-M-AO-262-m01	Incentives in Organizations	5	NUM	71
12-M-PROM-262-m01	Project and Change Management	5	NUM	157
12-M-REKA-262-m01	Accounting and Capital Markets	5	NUM	158
12-M-DSS-262-m01	Decision Support Systems	5	NUM	91
12-M-GA-262-m01	Group Accounting	5	NUM	122
12-M-UA-262-m01	Financial Analysis	5	NUM	201
12-M-TMA-262-m01	Topics in Managerial Accounting	5	NUM	191
Logistics and Supply Chain Management (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-AOLM-262-m01	Advanced Operations & Logistics Management	5	NUM	73
12-M-GLSC-262-m01	Global Logistics & Supply Chain Management	5	NUM	124
Core Electives (10 ECTS credits)				
12-M-SMGS-262-m01	Strategic Management of Global Supply Chains	5	NUM	170
12-M-SCC-262-m01	Seminar: Supply Chain Competition	5	NUM	163
12-M-DSS-262-m01	Decision Support Systems	5	NUM	91
12-M-EAI-262-m01	Enterprise AI	5	NUM	92
12-M-OIP-262-m01	Optimization in Practice	5	NUM	151
12-M-TLSCM-262-m01	Topics in Logistics and Supply Chain Management	5	NUM	189
Strategic Corporate Communication (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-BUC-262-m01	Communication in Business and Economics	5	NUM	84
12-M-ECC-262-m01	Business Communication in Print, Online and Social Media	5	NUM	96
Core Electives (10 ECTS credits)				
12-M-PCW-262-m01	Project Modul: Crossmedial Business Communication	10	NUM	153
12-M-PACW-262-m01	Project Modul: Audiovisual Business Communication	10	NUM	152
12-M-VS-262-m01	Vertical Storytelling	10	NUM	208
Master's with 1 major China Business and Economics (2027)		JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027		page 6 / 211

12-M-TSCC-262-m01	Topics in Strategic Corporate Communication	5	NUM	196
Taxation (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-SP-262-m01	Tax Planning	5	NUM	171
12-M-STB-262-m01	Tax Accounting	5	NUM	174
Core Electives (10 ECTS credits)				
12-M-FER-262-m01	Case Studies on Business Taxation	5	NUM	119
12-M-IB-262-m01	International Taxation	5	NUM	129
12-M-RFW-262-m01	Tax-Optimized Business Organization	5	NUM	159
12-M-F1-262-m01	Policy of Taxation	5	NUM	115
12-M-F4-262-m01	Optimal Tax Theory	5	NUM	118
12-M-GA-262-m01	Group Accounting	5	NUM	122
12-M-AFA-262-m01	Advanced Financial Accounting	5	NUM	63
12-M-REKA-262-m01	Accounting and Capital Markets	5	NUM	158
12-M-SEB-262-m01	Testimonials from tax experts	5	NUM	167
12-M-TT-262-m01	Topics in Taxation	5	NUM	200
Accounting (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-GA-262-m01	Group Accounting	5	NUM	122
12-M-UA-262-m01	Financial Analysis	5	NUM	201
Core Electives (10 ECTS credits)				
12-M-AFA-262-m01	Advanced Financial Accounting	5	NUM	63
12-M-REKA-262-m01	Accounting and Capital Markets	5	NUM	158
12-M-CF2-262-m01	Portfolio and Capital Market Theory	5	NUM	86
12-M-STB-262-m01	Tax Accounting	5	NUM	174
12-M-SP-262-m01	Tax Planning	5	NUM	171
12-M-KOBO-262-m01	Coordination, Budgeting and Incentives in Organizations	5	NUM	138
12-M-SR-262-m01	Sustainability Reporting and AI	5	NUM	173
12-M-SC-262-m01	Research in Finance & Accounting	5	NUM	161
12-M-TA-262-m01	Topics in Accounting	5	NUM	175
Enterprise Systems (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-GPU-262-m01	Business Software 1: Management and Implementation of Information Systems	5	NUM	125
12-M-ERP-262-m01	Business Software 2: Data-driven Business Process Management and Automation	5	NUM	109
Core Electives (10 ECTS credits)				
10-I=PM-252-m01	Professional Project Management	5	NUM	51
10-I=PRJAK-252-m01	Project - Current Topics in Computer Science	5	NUM	52
12-M-HRM-262-m01	Human Resource Management and Industrial Relations	5	NUM	127
10-I=SAR-161-m01	Software Architecture	5	NUM	53
12-M-ESE-262-m01	Entrepreneurship in Software-Ecosystems: Start & Scale Up, Venture Capital, Private Equity, EXIT	5	NUM	111
12-M-TES-262-m01	Topics in Enterprise Systems	5	NUM	185
Business Analytics (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
Master's with 1 major China Business and Economics (2027)		JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027		page 7 / 211

12-M-DSS-262-m01	Decision Support Systems	5	NUM	91
12-M-BI-262-m01	Analytical Information Systems	5	NUM	82
Core Electives (10 ECTS credits)				
12-M-AOLM-262-m01	Advanced Operations & Logistics Management	5	NUM	73
12-M-PEM-262-m01	Policy and Management Evaluation Methods	5	NUM	154
12-M-EAI-262-m01	Enterprise AI	5	NUM	92
10-I=OR-232-m01	Operations Research	5	NUM	50
12-M-GLSC-262-m01	Global Logistics & Supply Chain Management	5	NUM	124
12-M-ATDS-262-m01	Practical Data Science	5	NUM	76
12-M-TE-262-m01	Applied Topics in Data Science in Business and Economics	5	NUM	182
12-M-TDS-262-m01	Applied Data Analysis and Machine Learning	5	NUM	180
12-M-OEDT-262-m01	Organizational Economics and Digital Transformation	5	NUM	150
12-M-OIP-262-m01	Optimization in Practice	5	NUM	151
12-M-EE-262-m01	Experimental Economics	5	NUM	97
12-M-TBA-262-m01	Topics in Business Analytics	5	NUM	177
Electronic Business (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-IBS-262-m01	Digital Strategy	5	NUM	131
12-M-MUS-262-m01	Mobile and Ubiquitous Business	5	NUM	142
Core Electives (10 ECTS credits)				
12-M-UGF3-262-m01	Digital Entrepreneurship and Digital Transformation	5	NUM	206
12-M-UGF1-262-m01	Corporate Entrepreneurship and Innovation	5	NUM	202
12-M-UGF2-262-m01	Corporate Strategy	5	NUM	204
12-M-SMGS-262-m01	Strategic Management of Global Supply Chains	5	NUM	170
12-M-ESE-262-m01	Entrepreneurship in Software-Ecosystems: Start & Scale Up, Venture Capital, Private Equity, EXIT	5	NUM	111
12-M-PIPM-262-m01	Product Innovation and Price Management	5	NUM	155
12-M-ECC-262-m01	Business Communication in Print, Online and Social Media	5	NUM	96
12-M-INST-262-m01	Strategic Managerial Accounting	5	NUM	135
12-M-TEB-262-m01	Topics in Electronic Business	5	NUM	183
Artificial Intelligence (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-EAI-262-m01	Enterprise AI	5	NUM	92
12-M-ATDS-262-m01	Practical Data Science	5	NUM	76
Core Electives (10 ECTS credits)				
12-M-BI-262-m01	Analytical Information Systems	5	NUM	82
10-AI=CV1-242-m01	Computer Vision 1	5	NUM	46
10-I=DM-232-m01	Data Science	5	NUM	47
12-M-MA-262-m01	Marketing Analytics	5	NUM	139
12-M-TE-262-m01	Applied Topics in Data Science in Business and Economics	5	NUM	182
10-I=SNA-232-m01	Statistical Network Analysis	5	NUM	54
10-I=MLNLP-262-m01	Machine Learning for Natural Language Processing	5	NUM	48
10-I=MNLP-232-m01	Multilingual NLP	5	NUM	49
10-I=STM-162-m01	NLP and Text Mining	5	NUM	56
12-M-TAI-262-m01	Topics in Artificial Intelligence	5	NUM	176
Data Science in Decision-Making (0 or 20 ECTS credits)				
Master's with 1 major China Business and Economics (2027)		JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027		page 8 / 211

Core (10 ECTS credits)				
12-M-BI-262-m01	Analytical Information Systems	5	NUM	82
12-M-PEM-262-m01	Policy and Management Evaluation Methods	5	NUM	154
Core Electives (10 ECTS credits)				
12-M-DSS-262-m01	Decision Support Systems	5	NUM	91
12-M-TE-262-m01	Applied Topics in Data Science in Business and Economics	5	NUM	182
12-M-OEDT-262-m01	Organizational Economics and Digital Transformation	5	NUM	150
12-M-TDS-262-m01	Applied Data Analysis and Machine Learning	5	NUM	180
12-M-OE1-262-m01	Econometrics 1	5	NUM	144
12-M-MA-262-m01	Marketing Analytics	5	NUM	139
12-M-OIP-262-m01	Optimization in Practice	5	NUM	151
12-M-EE-262-m01	Experimental Economics	5	NUM	97
12-M-TSDM-262-m01	Topics in Data Science in Decision-Making	5	NUM	181
International Economics (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-ITMF-262-m01	International Trade and the Multinational Firm	5	NUM	136
12-M-TP-262-m01	Trade Policy and the World Trading System	5	NUM	192
Core Electives (10 ECTS credits)				
12-M-MFF-262-m01	Advanced Macroeconomics	5	NUM	140
12-M-EG-262-m01	Economic Geography	5	NUM	102
12-M-WPE-262-m01	European Competition Policy	5	NUM	209
12-M-EFP-262-m01	European Public Finance	5	NUM	100
12-M-ATIÖ1-262-m01	International Economics 1	10	NUM	78
12-M-ETT-262-m01	Empirical International Trade	5	NUM	113
12-M-TIE-262-m01	Topics in International Economics	5	NUM	188
Strategy, Competition and Policy (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-SDC-262-m01	Strategic Decisions and Competition	5	NUM	165
12-M-WPE-262-m01	European Competition Policy	5	NUM	209
Core Electives (10 ECTS credits)				
12-M-TI1-262-m01	Theory of Industrial Organization	5	NUM	186
12-M-EIO-262-m01	Market Research and Demand Analysis	5	NUM	105
12-M-AM-262-m01	Advanced Microeconomics	5	NUM	69
12-M-CT-262-m01	Contract Theory	5	NUM	89
12-M-OE2-262-m01	Econometrics 2	5	NUM	146
12-M-OE3-262-m01	Econometrics 3	5	NUM	148
02-N-P-W13a-221-m01	European and German Competition Law I for Economists	5	NUM	12
02-N-P-W21a-221-m01	European and German Competition Law II for Economists	5	NUM	13
12-M-OEDT-262-m01	Organizational Economics and Digital Transformation	5	NUM	150
12-M-EE-262-m01	Experimental Economics	5	NUM	97
12-M-TSCP-262-m01	Topics in Strategy, Competition and Policy	5	NUM	197
Public Finance (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-F1-262-m01	Policy of Taxation	5	NUM	115
12-M-F3-262-m01	Social Insurance and the Welfare State	5	NUM	117
12-M-F32-262-m01	Social Insurance and the Welfare State	5	NUM	116
Master's with 1 major China Business and Economics (2027)		JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027		page 9 / 211

Core Electives (10 ECTS credits)				
12-M-F4-262-m01	Optimal Tax Theory	5	NUM	118
12-M-EFP-262-m01	European Public Finance	5	NUM	100
12-M-NGM-262-m01	Advanced Computational Economics	5	NUM	143
12-M-PEM-262-m01	Policy and Management Evaluation Methods	5	NUM	154
12-M-IB-262-m01	International Taxation	5	NUM	129
12-M-EE-262-m01	Experimental Economics	5	NUM	97
12-M-TPF-262-m01	Topics in Public Finance	5	NUM	194
Strategic Incentive Design (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-AM-262-m01	Advanced Microeconomics	5	NUM	69
12-M-CT-262-m01	Contract Theory	5	NUM	89
Core Electives (10 ECTS credits)				
12-M-SDC-262-m01	Strategic Decisions and Competition	5	NUM	165
12-M-BEC-262-m01	Behavioral Economics: Foundations	5	NUM	80
12-M-AO-262-m01	Incentives in Organizations	5	NUM	71
12-M-KOBO-262-m01	Coordination, Budgeting and Incentives in Organizations	5	NUM	138
12-M-F4-262-m01	Optimal Tax Theory	5	NUM	118
12-M-WPE-262-m01	European Competition Policy	5	NUM	209
12-M-OEDT-262-m01	Organizational Economics and Digital Transformation	5	NUM	150
12-M-EE-262-m01	Experimental Economics	5	NUM	97
12-M-TSID-262-m01	Topics in Strategic Incentive Design	5	NUM	199
Behavioral Economics and Evidence-Based Management (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-PEM-262-m01	Policy and Management Evaluation Methods	5	NUM	154
12-M-BEC-262-m01	Behavioral Economics: Foundations	5	NUM	80
Core Electives (10 ECTS credits)				
12-M-EE-262-m01	Experimental Economics	5	NUM	97
12-M-TDS-262-m01	Applied Data Analysis and Machine Learning	5	NUM	180
12-M-OEDT-262-m01	Organizational Economics and Digital Transformation	5	NUM	150
12-M-BEA-262-m01	Behavioral Economics: Applications	5	NUM	79
12-M-TBE-262-m01	Topics in Behavioral Economics and Evidence-Based Management	5	NUM	178
Econometrics (0 or 20 ECTS credits)				
Core (10 ECTS credits)				
12-M-OE1-262-m01	Econometrics 1	5	NUM	144
12-M-OE2-262-m01	Econometrics 2	5	NUM	146
Core Electives (10 ECTS credits)				
12-M-OE3-262-m01	Econometrics 3	5	NUM	148
12-M-FMO-262-m01	Analysis of Financial Market Data	5	NUM	120
12-M-EPF-262-m01	Empirical HR Research with Stata	5	NUM	107
12-M-EIO-262-m01	Market Research and Demand Analysis	5	NUM	105
12-M-NGM-262-m01	Advanced Computational Economics	5	NUM	143
12-M-PEM-262-m01	Policy and Management Evaluation Methods	5	NUM	154
12-M-TEC-262-m01	Topics in Econometrics	5	NUM	184
Thesis (30 ECTS credits)				
Master's with 1 major China Business and Economics (2027)		JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027		page 10 / 211

o4-CBE-MT-162-m01	Master-Thesis China Business and Economics	30	NUM	23
-------------------	--	----	-----	----

Module title		Abbreviation
European and German Competition Law I for Economists		02-N-P-W13a-221-m01
Module coordinator		Module offered by
Dean of Studies Faculty of Law		Faculty of Law
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
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)		
presentation (approx. 15 minutes) with handout (1 to 2 pages) and written examination (approx. 120 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
European and German Competition Law II for Economists		02-N-P-W21a-221-m01
Module coordinator		Module offered by
Dean of Studies Faculty of Law		Faculty of Law
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
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)		
presentation (approx. 15 minutes) with handout (1 to 2 pages) and written examination (approx. 120 minutes)		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Introduction to China's Economy		04-CBE1-162-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
China's economic development has been extraordinary over the past decades. The module explores how history, political system, factor endowment and economic policies have contributed to China's development in the past and characterize the economic situation today. It explains how, for example, macroeconomic theory, political economic theory and new institutional economics identify different drivers of and explanations for China's economic development. The module further addresses specific characteristics and problems of the Chinese business landscape and financial sector.		
Intended learning outcomes		
Students get acquainted with different methods and approaches to explain China's past economic success and current economic situation. Against this background they learn to develop an analytical approach and to structure and write an academic paper on a related topic of interest.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + S (2) Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
Term paper (approx. 20 pages) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Methodological Questions of Chinese Economic Research		04-CBE2-162-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
China's size, development trajectory, economic system and business models raise a number of questions with regard to standard economic theory. Therefore this module discusses how China's economy can be grasped with social science and economic research methodologies. At the same time it explores examples how China's case informs and influences economic theory.		
Intended learning outcomes		
Students practice the application of economic theories to China by discussing relevant research examples and by writing an academic paper that uses a relevant methodological approach to address a topic of interest.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
Term paper (approx. 20 pages) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
China in the Global Economy		04-CBE3-212-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
2 semester	graduate	--
Contents		
Over the past decades Chinese have emerged as important players in the global economy and the Chinese government as an important power in global economic governance. This module offers an introduction into China's international economic relations both from an economic and a political perspective. It specifically addresses strategies of Chinese firms for global markets and explores whether and how these differ compared to suggestions in standard international business and economics literature		
Intended learning outcomes		
Students learn to assess the importance of China's economy in the global context and to evaluate China's international economic strategies. They can apply international business and economics concepts to the Chinese context and adapt them to the situation of Chinese firms. The module enables them to analyze emerging issues in international trade and investment from both the Chinese and an international perspective.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + S (2) Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Chinese Commerce 1		04-CBE4-212-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
2 semester	graduate	--
Contents		
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, as well as material on applied business language. Practical application of usage of economic 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. They are able to give a presentation based on theoretical models in Chinese language.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (4) Module taught in: Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Chinese Commerce 2		04-CBE5-212-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Students are trained to use Chinese professional language to analyze various economic theories, business strategies, and current economic issues as well as to apply business Chinese to various professional situations. Students give presentations on representative companies.		
Intended learning outcomes		
Students learn to take part in professional economic discussions in Chinese language. Students are able to give a business presentation in appropriate Chinese language. They can use Chinese language flexibly and effectively for social, academic and professional purposes.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) Module taught in: Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Case Study		04-CBE6-212-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
2 semester	graduate	--
Contents		
One of the many challenges that foreign businesses face with regard to the Chinese market is to understand the specific challenges that arise from doing business in or cooperating with China and to translate theoretical knowledge into practical strategies and business cases. Therefore, in this module students built upon theoretical and empirical research done by others to jointly develop a project in which they can apply their insight to a specific case. The case topic changes from year to year and is defined after consultation with the students.		
Intended learning outcomes		
Students understand the differences between markets and business environments. They apply this understanding to a practical case that they collectively analyze within a realistic project. The students learn project management tools to manage the project work themselves with only supportive guidance by the lecturer. Thereby student experience the hurdles of group work and project work. They learn to organize a project within a specific timeframe and to solve related conflicts.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) or c) presentation (approx. 30 to 45 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Chinese Markets		04-CBE7-212-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
2 semester	graduate	--
Contents		
Doing business in China is different from doing business in other markets, and Chinese competitors often differ in their business strategies from other countries' companies. Therefore, foreign firms expanding to China have to adapt their marketing strategies to Chinese customers and consumers, while Chinese firms expanding globally pose a challenge their foreign competitors while they also have to adapt. Based on academic literature and business examples, the module introduces students to the peculiarities of consumerism and marketing in China as well as business strategies of Chinese firms in global markets.		
Intended learning outcomes		
Students learn to consider distinct aspects of consumerism and markets in China and their relevance for marketing strategies of foreign firms operating in China. In addition, they understand how the social, political and economic characteristics of the Chinese market influences internationalization strategies of Chinese firms. By combining the outside-in and the inside-out perspective the develop a deep understanding how differences between societies and markets matter for global business.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + S (2) Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Challenges of Sustainable Development in China		04-CBE8-212-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
2 semester	graduate	--
Contents		
China's economic rise increases the pressure on local and global public goods and changes the setting of global competition. This module interprets these issues as challenges to sustainable development. It addresses the (lack of) environmental and social sustainability of China's growth, as well as countermeasures taken by the Chinese government. In addition, it explores the economic sustainability of China's rise as a question of innovativeness and therefore compares China's national innovation system with those of other economies.		
Intended learning outcomes		
Students can evaluate economic policies from the perspective of their environmental, social and economic sustainability and assess the external effects of economic policies and development. Through intensive discussions and policy round table simulations they experience the dilemma arising from conflicting policy and business targets. At the same time they identify Chinese company and government strategies to overcome the dilemma.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + S (2) Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Current Topics of Chinese Economic Research		04-CBE9-212-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
2 semester	graduate	--
Contents		
Since the late 1970s the on-going process of reform and opening up has brought about great changes for China's economy and society. More than four decades later the pace of development remains high and the People's Republic of China continues to swiftly catch up to the developed industrial nations. This module discusses recent developments and trends that shape China's economy and society today and in the foreseeable future, i.e. the globalization of Chinese companies and brands, questions of innovativeness, digitization and e-commerce, or structural changes.		
Intended learning outcomes		
Students discuss and evaluate economic and societal developments, based on a selection of primary and secondary sources, against the background of different economic theories. The module enables them to analyze recent developments and identify emerging and future issues in China's rapidly changing economic landscape.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (4) Module taught in: English and Chinese		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Master-Thesis China Business and Economics		04-CBE-MT-162-m01
Module coordinator		Module offered by
holder of the Chair of China Business and Economics		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
30	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module provides the framework for the writing of the Master thesis, which is an autonomously written research paper with an average length of around 80 pages, to be completed within six months. Students develop and specify the topic of their Master thesis based on their own research interests and in close cooperation with their main advisor, who offers advice on major problems and supports the students' bibliographical and material searches, the development of a research focus, the selection of sources, as well as a suitable structure of contents. The research and writing process is based on a draft outline and a time plan. At the final stages, the advisor enforces the observance of the formal and technical standards of academic writing, as well as an acceptable level of language and style.		
Intended learning outcomes		
By writing their Master thesis, students give proof to their acquired ability to do research on a topic of their own choice and to present their insights in a state-of-the-art way. In the working process, they further develop their skills in planning, time management, researching, drafting, writing and revising an academic thesis of some length, according to the formal and technical standards, and in a proper language and style.		
Courses (type, number of weekly contact hours, language — if other than German)		
No courses assigned to module		
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)		
Master's thesis (approx. 80 pages) Language of assessment: English		
Allocation of places		
--		
Additional information		
Time to complete: 6 months.		
Workload		
900 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Literature of Late Imperial China 1		04-CS-HI1-1-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
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 contexts and analytical issues relevant for its interpretation and research. They are acquainted with elements of literary analysis and with appropriate, up-to-date methodological approaches. They further develop their skills in academic reading and oral presenting.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Literature of Late Imperial China 2		04-CS-HI1-2-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
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 contexts and analytical issues relevant for its interpretation and research. They are acquainted with elements of literary analysis and with appropriate, up-to-date methodological approaches. They further develop their skills in academic reading and oral presenting.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Cultural History of Late Imperial China 1		04-CS-HI2-1-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
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 papers.		
Intended learning outcomes		
Students are familiarized with one major field of late-imperial Chinese cultural and social history, and with a selection of issues and contexts relevant for its research. They are acquainted with important topics of cultural-historical analysis and with a range of appropriate, up-to-date methodological approaches. They further develop their skills in academic reading and oral presenting.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Cultural History of Late Imperial China 2		04-CS-HI2-2-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
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 papers.		
Intended learning outcomes		
Students are familiarized with social history, and with a selection of issues and contexts relevant for its research. They are acquainted with important topics of cultural-historical analysis and with a range of appropriate, up-to-date methodological approaches. They further develop their skills in academic reading and oral presenting.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Heritage and Innovation (Song-Qing) 1		04-CS-HI3-1-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Important social and cultural developments and institutions, such as the civil examination system, basically began in the Song dynasty (960-1279) and appear to have continued to persist over much of the second millennium CE, until the end of the Qing dynasty (1644-1911). However, within this overall image of continuity and stability we find extensive histories of reform and change, aiming at the correction of perceived deficiencies or the adaptation to new challenges and developments. This module provides the framework for courses that emphasize the <i>longue durée</i> 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. Combining 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 cultural history, as they learn to consider both continuity and change. They acquire deepened skills in handling source materials from a wide historical range.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Heritage and Innovation (Song-Qing) 2		04-CS-HI3-2-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Important social and cultural developments and institutions, such as the civil examination system, basically began in the Song dynasty (960-1279) and appear to have continued to persist over much of the second millennium CE, until the end of the Qing dynasty (1644-1911). However, within this overall image of continuity and stability we find extensive histories of reform and change, aiming at the correction of perceived deficiencies or the adaptation to new challenges and developments. This module provides the framework for courses that emphasize the <i>longue durée</i> 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. Combining 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 cultural history, as they learn to consider both continuity and change. They acquire deepened skills in handling source materials from a wide historical range.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Intellectual History of China 1 (900-1600)		04-CS-HI4-1-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The historical period of the late Tang to the Ming dynasty sees the development of a new Confucian learning in Chinese society. The broader embedment into discourses of political and societal developments, the examination system and the relevance for everyday life will be given. The elaboration of a systematical philosophic terminology and the range of controversial debates among different schools of Confucianism in the period is to be understood.		
Intended learning outcomes		
Students are familiarized with the historical context and terminological system of Confucianism from late Tang to late Ming. They are apt to independently analyze original texts within the framework of Confucianism in the given period, societal context and scientific discourse.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Intellectual History of China 2 (900-1900)		04-CS-HI4-2-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Based on an understanding of general developments in Confucian discourses in the period from 900-1900 and its terminological implications aspects of intensifying or comparative analysis are: • Detailed understanding of specific schools and authors • Interaction with non-Confucian positions • Interpretations of Confucian positions within the contemporary Confucian discourse.		
Intended learning outcomes		
Students understand the interactions between philosophical and societal discourses in the given period. They have the ability to an in depth comparative analysis between different Confucian positions from context driven or external scientific discourses as well as to open new fields and new questions in the academic discourse of the specialized field.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
East Asian History (600-1800) 1		04-CS-HI5-1-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
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 mission).		
Intended learning outcomes		
Students of Chinese Studies will widen their horizon and learn about different ways of implementing Chinese concepts in different settings. They will develop a deep understanding for societal conditions enabling or hindering close contacts and interactions between states and individuals.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
East Asian History (600-1800) 2		04-CS-HI5-2-192-m01
Module coordinator		Module offered by
holder of the Chair of East Asian Cultural Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
A specific aspects such as trade, warfare, diplomatic relations, religious, philosophical, and institutional ideas as well as cultural phenomena such as (women's) literature, music, and especially painting are intensified. Another possible focus of intensification is choosing a well-defined segment of time. This implies reading first hand historical sources.		
Intended learning outcomes		
Students will be enabled to work from primary sources and develop question within a defined set of theories and concrete historical examples.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Introduction to Heritage and Innovation		04-CS-HI-I-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module offers an introduction to some core institutions, practices, concepts and values of the state, society and culture of late imperial China, mainly during the 16th to 18th centuries (mid Ming to mid Qing). It includes both continuous as well as innovative or discontinuous elements, and identifies important fields of tension in the political, social and cultural systems. In order to provide a general focus, a thematic frame of choice is offered, such as local history, gender history, or the history of everyday life, depending on the learning agreement with the new student group. Each topic is viewed through a primary source, besides suitable research literature, with the source text presented in both the original language as well as an English translation. Thus, the course also offers an introduction to a range of source types and genres, and to reading and analyzing them. This course offer is also open to students in the CLE/CBE programs.		
Intended learning outcomes		
Students are familiarized with a range of institutions, issues, concepts and developments of the late-imperial Chinese state, society and culture. They strengthen their abilities to view a problem from various perspectives. They also learn to handle primary sources, approaching them methodically, based on appropriate source critique. Students practice the effective oral presentation of their insights from working on one topic and source, and its written summary in a handout.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Contemporary Politics in Transformation 1		04-CS-TCC1-1-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The far-reaching developments in the economic and societal spheres have left their marks on the party-state. They brought about complex processes of change and adaptation in the ways political power is constituted and employed. This opened up the question of limits to this adaptability and the ultimate direction it will take. Classes offered in this module pursue these questions in the form of an overview of different aspects of China's domestic politics (such as grassroots politics, elite politics or political culture) or foreign relations.		
Intended learning outcomes		
Students familiarize themselves with current political trends and developments in China. 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.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Contemporary Politics in Transformation 2		04-CS-TCC1-2-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Building on the earlier class on contemporary Chinese politics, this module provides a detailed analysis of political trends in Chinese domestic politics. Starting at an advanced level the course will focus on either of the following aspects of Chinese domestic politics: Grassroots Politics (rural and urban governance reforms, protests and contentious politics, NGOs and social activism); Elite Politics (factions and personalities, politics of succession, decision-making structures and processes, elite formation in the wider polity); Political Culture (mass political culture and dominant intellectual trends, political values and attitudes, variants of Chinese nationalism).		
Intended learning outcomes		
Students receive a systematic introduction to research on Chinese politics, learn about relevant theoretical and methodological approaches and the necessary sources. They are acquainted with the current scholarly debates in the field and cutting-edge research. This will prepare them for the writing of their Master's theses.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Contemporary Society in Transformation 1		04-CS-TCC2-1-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Chinese society is currently undergoing social transformations so rapid and far-reaching that they have few historical precedents. This is the cumulative result of three interrelated processes: modernization, globalization, and transition to a post-socialist society. Consequences of these transformations are at once to be observed on the surface, such as growing social stratification and inequality, as well as hidden below, e.g. value-change and the search for new social identities. Classes offered in this sub-module analyze these issues in the form of an overview of different aspects of China's society (such as modernization and social change, social differentiation and inequality, shifting social identities).		
Intended learning outcomes		
Students familiarize themselves with current social trends and developments in China. This is achieved on the basis of critical reading of primary and secondary academic sources on Chinese society 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.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Contemporary Society in Transformation 2		04-CS-TCC2-2-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Building on the earlier class on contemporary Chinese society, this module provides a detailed analysis of current social trends in China. Starting at an advanced level the course will focus on either of the following aspects of Chinese society: social stratification and inequality (social groups and status, differentiation and inequality), shifting social identities (subjective perspectives on social stratification, the emergence of new social groups and transformation of existing ones, categories of social belonging in China), ethnicity and ethnic relations (ethnic identities, historical and comparative perspectives, ethnoregionalism and development), population and family policies (demographic trends and population policies, birth control and family dynamics, population aging and old-age support, social security and social safety net).		
Intended learning outcomes		
Students receive a systematic introduction to research on China's society, learn about relevant theoretical and methodological approaches and the necessary sources. They are acquainted with the current scholarly debates in the field and cutting-edge research. This will prepare them for the writing of their Master's theses.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Contemporary Economy in Transformation 1		04-CS-TCC3-1-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
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 devised by the government to adapt to the increasingly marketized environment. These new institutions of an emerging "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).		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Contemporary Economy in Transformation 2		04-CS-TCC3-2-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Building on the earlier class on contemporary China's political economy, this module provides details analysis of the deepening of China's economic transformation. Starting at an advanced level the course will focus on either of the following aspects: rural development (land policy and management, agricultural development and agricultural markets, agro-food businesses, township and village enterprises, rural urbanization), globalization of China's economy (WTO entry and compliance, currency issues, incoming and outgoing foreign direct investments, relations with the "global south", China's role in international financial architecture).		
Intended learning outcomes		
Students receive a systematic introduction to research on China's political economy, learn about relevant theoretical and methodological approaches and the necessary sources. They are acquainted with the current scholarly debates in the field and cutting-edge research. This will prepare them for the writing of their Master's theses.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Societal Modernism and the Transformation of Arts 1		04-CS-TCC4-1-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Societal modernisms can be found in various aspects of the transformational Chinese society. Visual arts play a specific role in the interaction with other fields of modern Chinese society and culture reflecting political and economic developments in a highly complex way. At the same time Chinese visual arts have interacted with western discourses in art and developed an own language and an own market. The analysis of the discourses in painting, sculpture, conceptual and media art in the period from 1989 to the present is done by visual material, comments of the artists and academic texts.		
Intended learning outcomes		
Students are familiarized with relevant discourses and developments in modern Chinese art. They are introduced to methodological approaches to discourses in modern Chinese culture. They are able to analyze new developments based on an interaction of visual material and written commentaries or academic discussions.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Societal Modernism and the Transformation of Arts 2		04-CS-TCC4-2-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Based on an understanding of developments in visual arts in China since 1989 aspects of intensifying or comparative analysis are: • detailed analysis of current developments; • comparative analysis of artists or formal aspects in artwork; • comparisons with developments in further areas of cultural discourse (i.e. literature et al.)		
Intended learning outcomes		
Students understand interactions in recent developments of visual arts. They gain the ability to an in depth comparative analysis of specific developments from context driven as well as external cultural and scientific discourses and independently apply various methodological approaches.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Transformation in Urban and Rural Contemporary China 1		04-CS-TCC5-1-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
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 extent, and therefore also the overall makeup of society.		
Intended learning outcomes		
Students are systematically introduced to different aspects of the process of urbanization and modernization in China, which will allow them to better assess overall societal development in the PRC. In-depth knowledge will be gained by reading primary and secondary academic sources in English and Chinese. In-class discussion shall advance understanding and help to foster debate skills.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Transformation in Urban and Rural Contemporary China 2		04-CS-TCC5-2-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Building on basic knowledge on Transformation in Urban and Rural China this module will take an in-depth look at urban-rural issues that have arisen due to the process of rapid modernization and urbanization since the late 1970s. The class will focus on different aspects, e.g. rural issues (Three Rural Issues, Building a New Socialist Countryside), rural-to-urban transition (shifting identities, in situ urbanization, rural urbanization), or questions of land and property (pro-growth coalitions, urbanization of the soil, urban transitional spaces, land use rights).		
Intended learning outcomes		
Students gain in-depth knowledge of different aspects related to on-going process of urbanization and modernization in contemporary China. They will familiarize themselves with specific issues and related methodological approaches as well as the current state of academic research, thereby training their analytical capacities and preparing them to conduct their own research in this field.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Introduction to Transformation in Contemporary China		04-CS-TCC-I-192-m01
Module coordinator		Module offered by
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
China exhibits a novel mix of economic dynamism, social modernization and the political structures of an authoritarian political system run by a Communist Party. This unique and at the same time highly dynamic scenario calls for a multi-disciplinary approach to disentangle the various interconnected developments. This introduction provides an overview of relevant research on contemporary China, focusing on either China's politics, society or political economy, depending on the learning agreement with the new student group.		
Intended learning outcomes		
Students gain in-depth understanding of the field of Contemporary Chinese Studies, familiarize themselves with relevant theoretical and methodological approaches and train their analytical capacities. Classroom discussions of relevant research literature enhance the students' oral presentation abilities.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (3) Module taught in: English and Chinese		
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) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) Language of assessment: English and Chinese creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Computer Vision 1		10-AI=CV1-242-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science IV		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The lecture provides knowledge about current methods and algorithms in the field of computer vision. Important basics as well as the most recent approaches to image representation, image processing and image analysis are taught. Topics include data representation, image acquisition, restoration and enhancement, features, object modeling, image and video understanding, deep learning and generative methods and applications. Actual models and methods of machine learning as well as their technical backgrounds are presented and their respective applications in Computer Vision are shown.		
Intended learning outcomes		
Students have fundamental knowledge of problems and techniques in the field of computer vision and are able to independently identify and apply suitable methods for concrete problems. • Overview of the most important concepts of image representation, image analysis, machine learning and algorithms from Computer Vision • Gaining experience through home assignments, practical computer and programming exercises • Providing a sound solid background knowledge for the advanced Computer Vision 2 course		
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)		
Written examination (approx. 60 to 120 minutes) If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Data Science		10-I=DM-232-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science X		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Foundations in the following areas: definition of data mining and knowledge, discovery in databases, process model, relationship to data warehouse and OLAP data preprocessing, data visualisation, unsupervised learning methods (cluster- and association methods), supervised learning (e. g. Bayes classification, KNN, decision trees, SVM), learning methods for special data types, further learning paradigms.		
Intended learning outcomes		
The students possess a theoretical and practical knowledge of typical methods and algorithms in the area of data mining and machine learning. They are able to solve practical knowledge discovery problems with the help of the knowledge acquired in this course and by using the KDD process. They have acquired experience in the use or implementation of data mining algorithms.		
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 to 120 minutes) If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): IT, KI, HCI, GE, SEC, IN		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title			Abbreviation
Machine Learning for Natural Language Processing			10-I=MLNLP-262-m01
Module coordinator		Module offered by	
--		Institute of Computer Science	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
--			
Intended learning outcomes			
--			
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 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): AT, KI, HCI			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			

Module title		Abbreviation
Multilingual NLP		10-I=MNLP-232-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science XII		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Languages of the world: language families, typology, etymology. Linguistic universals: words, morphology, parts-of-speech, syntax. Alphabets (scripts), encoding, and language identification. Multilingual word representation spaces (aka cross-lingual word embeddings). Transformer architecture and Pretrained (multilingual) Language Models. Machine translation. Multilingual resources: unlabeled corpora, lexico-semantic networks and word translations, parallel corpora. Cross-lingual transfer: from word alignment and label projection, over MT-based transfer to zero-shot and few-shot transfer with multilingual Transformer-based language models. Advanced topics: curse of multilinguality, modularization and language adaptation, multilingual sentence encoders, contextual parameter generation, multi-source transfer, gradient manipulations.		
Intended learning outcomes		
Students will acquire theoretical and practical knowledge on modern multilingual natural language processing and also get an insight into cutting edge research in (multilingual) NLP. They will learn how to represent texts from different languages in shared representation spaces that enable semantic comparison and cross-lingual transfer for various NLP tasks. Upon successful completion of the course, the students will be well-equipped to solve practical NLP problems regardless of the language of the text data, and to determine the optimal strategy to obtain best performance for any concrete target language.		
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)		
written examination (approx. 60 to 120 minutes) If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		

Module title		Abbreviation
Operations Research		10-I=OR-232-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science I		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Production plans, railway timetables, the assignment of radio frequencies, planning of delivery tours, or the construction of an 'optimal' university timetable: these problems – and many more – can be modeled as (mixed-) integer linear optimization problems and solved with integer programming methods. This course teaches integer programming methods like branch-and-bound, cutting plane, and decomposition methods. Furthermore, we practice our modeling skills by studying a variety of application examples.		
Intended learning outcomes		
After completing the course • The students are able to model optimization problems as mathematical program (in particular: mixed-integer linear programs). • The students are able to apply integer programming methods and understand how and why these work.		
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)		
written examination (approx. 60 to 120 minutes) If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): IN		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		

Module title		Abbreviation
Professional Project Management		10-I=PM-252-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science III		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	We recommend completing module 10-I=PRJAK in parallel.
Contents		
Project goals, project assignment, project success criteria, business plan, environment analysis and stakeholder management, initialisation, definition, planning, execution/control, finishing of projects, reporting, project communication and marketing, project organisation, team building and development, opportunity and risk management; conflict and crisis management, change and claim management; contract and procurement management, quality management, work techniques, methods and tools; leadership and social skills in project management, program management, multiproject management, project portfolio management, PMOs; peculiarities of software projects; agile project management/SCRUM, combination of classic and agile methods.		
Intended learning outcomes		
The students possess practically relevant knowledge about the topics of production management and/or professional project management. They are familiar with the critical success criteria and are able to initiate, define, plan, control and review projects.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (4)		
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 to 120 minutes) If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): SE, IT, KI, ES, LR, HCI, GE, IN		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		

Module title		Abbreviation
Project - Current Topics in Computer Science		10-I=PRJAK-252-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Completion of a project task (in Teams).		
Intended learning outcomes		
The project allows participants to work on a problem in computer science in teams.		
Courses (type, number of weekly contact hours, language — if other than German)		
P (4)		
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)		
project report (10 to 15 pages) and presentation of project (15 to 30 minutes) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered (Each project is offered one time only. The project will not be repeated; there will not be another project with the same topic. Assessment can, therefore, only be offered for the project offered in the respective semester)		
Allocation of places		
--		
Additional information		
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): AT, SE, IT, KI, ES, LR, HCI, GE, SEC, IN		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Software Architecture		10-I=SAR-161-mo1
Module coordinator		Module offered by
holder of the Chair of Computer Science II		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Introduction to software architecture, architectural styles and patterns, software metrics, evaluation of architectural styles, software components, interface models and design guidelines, design-by-contract, component-based software engineering, service-oriented architectures, microservice architectures, scalability of databases, cloud-native and serverless computing, continuous integration, continuous delivery, continuous deployment, model-driven architecture		
Intended learning outcomes		
The students possess a fundamental and applicable knowledge about advanced topics in software engineering with a focus on modern software architectures and fundamental approaches to model-driven software engineering.		
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 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): SE,IT,ES		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		

Module title		Abbreviation
Statistical Network Analysis		10-I=SNA-232-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science XV		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Networks matter! This holds for technical infrastructures like communication or transportation networks, for information systems and social media in the World Wide Web, but also for various social, economic and biological systems. What can we learn from data that capture the interaction topology of such complex systems? What is the role of individual nodes and how can we discover significant patterns in the structure of networks? How do these structures influence dynamical process like diffusion or the spreading of epidemics? Which are the most influential actors in a social network? And how can we analyze time series data on systems with dynamic network topologies? Addressing those questions, the course combines a series of lectures -- which introduce fundamental concepts for the statistical modelling of complex networks -- with weekly exercises that show how we can apply them to practical network analysis tasks. Topics covered include foundations of graph theory, centrality and modularity measures, aggregate statistical characteristics of large networks, random graphs and statistical ensembles of complex networks, generating function analysis of expected graph properties, scale-free networks, stochastic dynamics in networks, spectral analysis, as well as the modelling of time-varying networks. The course material consists of annotated slides for lectures as well as a accompanying git-Repository of jupyter notebooks, which implement and validate the theoretical concepts covered in the lectures. Students can test and deepen their knowledge through weekly exercise sheets. The successful completion of the course requires to pass a final written exam.		
Intended learning outcomes		
The course will equip participants with statistical network analysis techniques that are needed for the data-driven modelling of complex technical, social, and biological systems. Students will understand how we can quantitatively model the topology of networked systems and how we can detect and characterize topological patterns. Participants will learn how to use analytical methods to make statements about the expected properties of very large networks that are generated based on different stochastic models. They further gain an analytical understanding of how the structure of networks shapes dynamical processes, how statistical fluctuations in degree distributions influence the robustness of systems, and how emergent network features emerge from simple random processes.		
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)		
written examination (approx. 60 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): IN		

Workload
150 h
Teaching cycle
Teaching cycle: every year, winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title		Abbreviation
NLP and Text Mining		10-I=STM-162-m01
Module coordinator		Module offered by
holder of the Chair of Computer Science VI		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Foundations in the following areas: definition of NLP and text mining, properties of text, sentence boundary detection, tokenisation, collocation, N-gram models, morphology, hidden Markov models for tagging, probabilistic parsing, word sense disambiguation, term extraction methods, information extraction, sentiment analysis. The students possess theoretical and practical knowledge about typical methods and algorithms in the area of text mining and language processing mostly for English. They are able to solve problems through the methods taught. They have gained experience in the application of text mining algorithms.		
Intended learning outcomes		
The students possess theoretical and practical knowledge about typical methods and algorithms in the area of text mining and language processing. They are able to solve practical problems with the methods acquired in class. They have gained experience in the application of text mining algorithms.		
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 to 120 minutes). If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): AT, IT, HCI.		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
§ 22 II Nr. 3 b)		

Module title		Abbreviation
Accounting		12-ACC-262-m01
Module coordinator		Module offered by
--		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	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours) creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Introduction to Management		12-EBWL-G-262-m01
Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		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	undergraduate	--
Contents		
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 enterprises 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.		
Intended learning outcomes		
Students should be able to understand, discuss and apply basic theories, econometric techniques as well as empirical findings in organisation science.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Introduction to Economics		12-EVWL-262-m01
Module coordinator		Module offered by
--		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	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title			Abbreviation
Business Informatics			12-EWiinf-G-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		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	undergraduate	--	
Contents			
This course provides a comprehensive overview of the theoretical and practical aspects of information systems. The content ranges from the history of information systems and business software to business models, technical requirements and process modelling. In addition to the lectures, tutorials with practical exercises in HTML, CSS, process mining and BPMN support a deeper understanding and application of the knowledge learnt. Outline of syllabus: 1. overview and technological basics of WI 2. hardware, computer networks and the internet 3. databases and blockchain 4. business models, company structure and organisation 5. connection between business administration and information systems 6. business software and process mining 7. software development 8. future technologies and current research 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) + 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) portfolio (approx. 50 hours total) Language of assessment: German and/or English			
Master's with 1 major China Business and Economics (2027)		JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 60 / 211

creditable for bonus
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: every year, winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title		Abbreviation
Finance		12-I&F-G-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		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	undergraduate	--
Contents		
Content: This course offers an introduction to principles of financial mathematics, several methods of capital budgeting and principles of financial economics. Outline of syllabus: 1. Principles of financial mathematics 2. Fundamental concepts 3. Problems of investment and finance in one commodity world under certainty 4. Problems of investment and finance in one commodity world under uncertainty 5. Problems of investment and finance in many commodities world under uncertainty 6. Capital market and corporate financing in Germany		
Intended learning outcomes		
After completing the course "Principles of Investments and Finance", the students will be able (i) to understand the fundamentals in financial mathematics and solve several problems, e.g. via the PV approach; (ii) to address the central problems in intertemporal allocation given different capital market scenarios; (iii) to budget and calculate the optimal useful life given static and dynamic investment approaches under the consideration of several other investment opportunities and the capital market scenario, especially the influence of taxes.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours in total) creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Advanced Financial Accounting		12-M-AFA-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Accounting		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		
Transparent reporting of large corporations and multinational enterprises are challenging for modern accounting systems. This module addresses recent developments in financial and non-financial accounting, ensuring that students are up-to-date with the current accounting landscape. It is designed for students who have a basic understanding of financial or non-financial accounting and seek to explore complex accounting issues in greater depth. Topics can vary depending on the current issues in practice or research. Former topics include accounting for financial instruments, revenue recognition, or the latest developments in sustainability reporting. The module is taught through a combination of lectures, exercises, and practical case studies. Guest lectures from industry experts are incorporated to provide real-world insights into advanced accounting practices.		
Intended learning outcomes		
By the end of this module, students will be able to: • Solve and analyze complex financial and non-financial accounting tasks. • Analyze and interpret reporting data to support decision-making in various business contexts. • Stay informed and adapt to evolving accounting standards and practices.		
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title			Abbreviation
Employment Law			12-M-AFW-262-m01
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	
2 semester	graduate	--	
Contents			
Contents: employment and labour law and works constitution law incl. collective agreement law			
Employment and Labour law			
Legal sources of employment and labour law			
Definitions, employment and labour law, employees			
The employment contract			
• Job application, permissible and impermissible questions in job interviews, consequences of lying, contesting the employment contract • General Equal Treatment Act, claims for damages by applicants • Conclusion of an employment contract, form, evidence under the Law of Proof of Substantial Conditions Applicable to the Employment Relationship • Contents of the employment contract, company practice, overall commitment, reservation of the right of voluntariness and revocation • General terms and conditions of business and control of terms and conditions of employment, invalid clauses and their consequences • Limitation of the term of the employment contract, fixed term employment contracts			
Rights and duties arising from the employment relationship			
• Primary and secondary duties • Employer's right to issue instructions, permissible and impermissible instructions • Sickness, obligations to report and provide evidence under the Continued Remuneration Act • Secondary employment, prohibition of competition, duty of confidentiality, occupational health and safety • Granting of holiday leave • Continued payment of wages in the event of illness, restrictions			
Severe disability, special rights and protection against dismissal			
Working hours and the Working Hours Act			
The warning, formal and material requirements, consequences			
Termination of employment			
• Termination agreement • Termination of employment • Formal requirements • Ordinary and extraordinary termination by the employer • Behavioral termination • Person-related (illness-related) dismissal • Dismissal for operational reasons			
Master's with 1 major China Business and Economics (2027)		JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	
		page 64 / 211	

- 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:

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)

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) portfolio (approx. 50 hours total)

Language of assessment: German and/or English

Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

25 places.

WA1:

(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: each semester

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

--

Module title		Abbreviation
Macroeconomics		12-Mak1-G-262-m01
Module coordinator		Module offered by
holder of the Chair of International 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	undergraduate	--
Contents		
Description: This module covers basic macroeconomic relationships, the declaration of employment, production, interest, current and capital account, nominal and real exchange rate, prices and inflation - in the long run (with flexible wages and prices) and in the short term (with fixed wages and prices). The course will familiarise students with concepts which are of central importance in a globalised environment (e. g. interest rate arbitrage, foreign exchange risk, purchasing power parity). The explanations will be applied to current issues (e. g. current account balances in the global economy; questions related to the European monetary union and the global financial crisis). Outline of syllabus: - Macroeconomic issues and characteristics - Issues of macroeconomics - The measurement of economic activity - Long-term relationships - The classic long-term model of the closed economy - Money and Inflation - The classic long-term model of a small open economy - Unemployment - Short and medium-term relationships - Fluctuations of economic activity: an introduction - The IS-LM model of a closed economy - The IS-LM model of an open economy - Aggregate supply and Phillips curve - Conclusion and outlook Reading: The latest editions of the following textbooks: N. Gregory Mankiw: Macroeconomics [students are recommended to read the original English edition; they may also read the German translation] Olivier Blanchard and David H. Johnson, Macroeconomics Prentice Hall; [a German-language edition of the book by Oliver Blanchard and Gerhard Illing is available from Pearson Studium]. Michael Burda and Charles Wyplosz: Macroeconomics. A European text. To illustrate the lecture, case studies in particular will be developed in which more current sources are used.		
Intended learning outcomes		
This expertise enables the students to penetrate economically-intuitively and analytically macroeconomic interactions and problems in the course of advancing globalization and to deal with these arguments. Students learn to interpret on a scientific basis the impact of macroeconomic developments in individual economic actors (businesses, households, the state).		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or		
Master's with 1 major China Business and Economics (2027)	JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 67 / 211

b) portfolio (approx. 50 hours)
creditable for bonus

Allocation of places

--

Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: every year, winter semester

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

--

Module title		Abbreviation
Advanced Microeconomics		12-M-AM-262-m01
Module coordinator		Module offered by
holder of the Chair for Economics, Contract Theory and Information 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		
In a nutshell, microeconomic theory considers the behavior of individual economic agents and builds from this foundation to a theory of aggregate economic outcomes, which then can be applied for conducting welfare analysis and giving policy advice. This lecture addresses the core building block of this thought complex: individual decision making and behavior. Specifically, students will come to understand in detail the standard models of riskless consumer choice, choice under risk and intertemporal choice and learn about the empirical challenges and limitations of these models. Throughout the lecture, we will work with precise mathematical formalizations of the ideas that we want to think and talk about. In consequence, a solid understanding of the mathematical toolbox of standard microeconomics (e.g., differential calculus and constrained optimization; basic set theory; integration by parts) will be helpful as it will allow to focus on the underlying economic intuition. However, every required mathematical concept will be introduced and explained along the way, such that a strong interest in formal economic analysis is more important than an advanced mathematical background. The exposition is primarily based on the standard graduate textbooks • Mas-Colell, Whinston and Green (1995): "Microeconomic Theory" • Jehle and Reny (2001): "Advanced Microeconomic Theory"		
Intended learning outcomes		
After completing the course students will be able to • explain essential findings of microeconomic theory, • apply the involved methods to given stylized examples on their own, • recognize in which real life situations and how the results can be applied.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Master's with 1 major China Business and Economics (2027)	JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 69 / 211

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

--

Module title		Abbreviation
Incentives in Organizations		12-M-AO-262-m01
Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		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		
Based on the classical principal-agent theory, this course discusses methodological and empirical aspects of incentives in organisations. It uses contents from advanced text books and original (mainly empirical) research articles. Outline of syllabus 1. Principal-agent theory 2. Do top managers earn too much? (application) 3. Performance-based payment 4. Implementation of performance-based payment in companies (application) 5. Seniority payment (with application) 6. Financial incentives to work after retirement (with application) 7. Wage bargaining (with application) 8. Efficiency wages (with case study) 9. Team incentives (with case study) Literature Milgrom and Roberts (1992), Economics, Organisation and Management, London. Mishel and Sabadish (2013), CEO Pay in 2012 was extraordinarily high, EPI Issue Brief 367, Washington DC. Fabbri and Marin (2016), What Explains the Rise in CEO Pay in Germany? A Panel Data Analysis for 1977-2009, Scandinavian Journal of Economics 118(2), 235-263. Lazear (2000), Performance Pay and Productivity, American Economic Review 90, 1346-1361. Lazear (1979), Why is there mandatory retirement? Journal of Political Economy 87, 1261-1284. Hutchens (1989), Seniority, Wages and Productivity: A Turbulent Decade, Journal of Economic Perspectives 3 (4), 49-64. Zwick (2011), Consequences of Seniority Wages on the Employment Structure, Industrial and Labor Relations Review 65(1), 108-125. Lorenz and Zwick (2021), Money also is sunny in a retiree's world-financial incentives and work after retirement, Journal for Labour Market Research, 55 (21). Bartolucci (2012), Credible Threats in a Wage Bargaining Model with on-the-job Search, Economic Letters, 117(3), 657-659. Lukesch and Zwick (2023) Do outside options drive wage inequalities in retained jobs? Evidence from a natural experiment, British Journal of Industrial Relations, published online, https://doi.org/10.1111/bjir.12771. Salop (1979), The model of the natural rate of unemployment, American Economic Review 69, 117-125. Becker and Stigler (1974), Law enforcement, Malfeasance, and the Compensation of Enforcers, Journal of Legal Studies III, 1-18. Garibaldi (2006), Personnel Economics in Imperfect Labour Markets, Oxford University Press, Chapter 13. Hjort (2014), Ethnic Divisions and Production in Firms, Quarterly Journal of Economics, 1899-1946. Kandel and Lazear (1992), Peer Pressure and Partnerships, Journal of Political Economy 100(4), 801-817.		
Intended learning outcomes		
Students acquire a working knowledge of key incentive models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.		

Courses (type, number of weekly contact hours, language — if other than German)
V (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) portfolio (approx. 50 hours total) 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 title		Abbreviation
Advanced Operations & Logistics Management		12-M-AOLM-262-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies.		
Intended learning outcomes		
After completing this course students can (i) analyze and evaluate integrated production and logistics systems; (ii) develop and apply appropriate methods to plan complex production and logistics systems; (iii) evaluate the consequences of uncertainties in processes, and (iv) apply concepts and methods to plan uncertainties processes.		
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title			Abbreviation
Marketing			12-Mark-G-262-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		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	undergraduate	--	
Contents			
Description In this module, students will acquire the theoretical foundations of market-oriented management. Content: With the stakeholder approach as a starting point, the basic design of market-oriented management will be explained and exemplified in the 5 classical steps: situation analysis, objectives, strategies, tools and controlling. The course will focus not only on the behavioural approaches of consumer behaviour but also on industrial purchasing behaviour. A case study introducing students to the fundamental principles of market research based on a conjoint analysis will provide students with deeper insights into the topic. Outline of syllabus: 1. Marketing, entrepreneurship and business management 2. Explanations of consumer behaviour 3. Fundamentals of market research 4. Strategic marketing; marketing tools 5. Corporate social responsibility versus creating shared value Reading: Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen -- Perspektiven -- Anwendungen, 4th revised and exp. ed., Wiesbaden 2011. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 3rd ed., Wiesbaden, 2012a. Kroeber-Riel, W. / Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009. Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing -- Grundlagen marktorientierter Unternehmensführung: Konzepte -- Instrumente -- Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012. Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management -- Ein markenorientierter Ansatz, 4th ed., Stuttgart 2010. Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Wiesbaden 1995. Porter, M. E.: Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.) Simon, H. / Fassnacht, M.: Preismanagement, Strategie -- Analyse -- Entscheidung -- Umsetzung, 3rd ed., Wiesbaden 2009.			
Intended learning outcomes			
The students have a basic understanding of business management and are able to classify the knowledge systematically. In addition, they can use the acquired knowledge solve and identify the conventional problem fields of business management.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + T (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) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: every year, summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title		Abbreviation
Practical Data Science		12-M-ATDS-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Informatics and AI for Enterprise		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		
In this course, students work on advanced data science projects. The course covers the entire data science workflow from data collection to data preparation to modeling, evaluation and deployment. By following a top-down teaching approach, students are enabled to apply complex machine learning models from the beginning.		
Intended learning outcomes		
As part of the course work, students will acquire knowledge and skills in the following areas: 1. Becoming familiar with the principles and frameworks in the research area of Data Science. 2. Apply machine learning and deep learning frameworks to structured and unstructured data 3. Design, implementation and evaluation of key algorithms within an end-to-end workflow in the field of Data Science 4. Application of Jupyter notebooks and their infrastructure (collection, storage, retrieval, and analysis of data) 5. Understanding of a data-driven & analytical approach to decision problems		
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) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
Number of places: 35. WA: 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 supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
--		

Workload
150 h
Teaching cycle
Teaching cycle: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title		Abbreviation
International Economics 1		12-M-ATIÖ1-262-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Content: Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City] Literature: Peer-reviewed articles and/or monographs.		
Intended learning outcomes		
Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
10 places. WA1: (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		
300 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Behavioral Economics: Applications		12-M-BEA-262-m01
Module coordinator		Module offered by
--		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	--	--
Contents		
--		
Intended learning outcomes		
--		
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) portfolio (approx. 50 hours total) 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		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Behavioral Economics: Foundations		12-M-BEC-262-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction		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		
Behavioral economics refers to the field of research which, inspired by numerous documented deviations from the rational behavior assumed in neoclassical analysis, tries to improve the psychological realism of the idea of man in economics by incorporating insights from psychology into traditional economic analysis. In this course, students will become familiar with several of the most influential behavioral-economic theories of individual and strategic decision-making, which allow to explain a plethora of empirically documented deviations from the neo-classical model. These include departures from the assumptions of selfishness, time consistency, as well as rationality and rational expectations. The discussed behavioral-economic theories usually contain the neoclassical standard model as a special case and, therefore, are to be considered as extensions of rather than alternatives to the neoclassical model. While this lecture focuses on theories of individual decision-making, we will explore the implications of these theories also in the context of market settings and economic games. All necessary ideas and concepts will be introduced and discussed throughout the course. Nevertheless, as behavioral economics represents an extension of the neoclassical model, a solid understanding of the latter will be helpful. Consequently, students who completed advanced classes in microeconomics or game theory will most likely benefit most from this course. While the exposition is primarily based on research articles, some topics of the lecture can be reviewed in the following textbooks: • Dahmi (2016): "The Foundations of Behavioral Economic Analysis" • Angner (2012): "A Course in Behavioral Economics" • Wilkinson and Klaes (2012): "An Introduction to Behavioral Economics" • Wakker (2010): "Prospect Theory for Risk and Ambiguity"		
Intended learning outcomes		
After completing the course students will be able to • explain essential findings of behavioral economic theory, • apply the involved methods to given stylized examples on their own, • recognize in which real-life situations and how the results can be applied.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (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) portfolio (approx. 50 hours total) 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 title		Abbreviation
Analytical Information Systems		12-M-BI-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course provides a comprehensive introduction to data management, statistical methods, and machine learning. The module covers topics such as SQL, data integration, streaming data, and various learning methods in artificial intelligence, including neural networks.		
Intended learning outcomes		
• Understand data management, including data entry, annotation, and manipulation. • Learn general statistical techniques for data inspection, exploration, and analysis. • Effectively use machine learning approaches to perform predictive analytics.		
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Banking and Regulation		12-M-BR-262-m01
Module coordinator		Module offered by
--		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	--	--
Contents		
--		
Intended learning outcomes		
--		
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Communication in Business and Economics		12-M-BUC-262-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The lecture names introductory relevant communication models. Furthermore, the theoretical models of PR are discussed. The added value of communication for companies, business, politics, and science is explained. The discrepancy between journalism and PR is discussed, as well as the basic elements, instruments, goals, and forms of PR. The preparation and implementation of press meetings, conferences, campaigns, and events will be systematically explained, and the central aspects of corporate communications will be outlined. The exercise deals with the practical implementation of journalistic styles in the various media and provides an overview of the possibilities and concepts of PR work across different media and target groups.		
Intended learning outcomes		
After participating in the module courses, students are able to understand and apply PR and its forms, elements as well as methods and in a holistic context. Students learn professional competencies in the field of (business) communication with regard to reflection, argumentation, and exchange as a PR consultant in different areas. In addition, students will be able to apply concrete PR instruments in practice and prepare them professionally.		
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) portfolio (approx. 50 hours total) 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 title		Abbreviation
Discounted Cashflow		12-M-CF1-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The 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: 1. Introduction 2. DCF Theory under certainty 1. NPV without taxes 2. NPV with personal taxes 3. NPV with corporate taxes 3. DCF Theory under uncertainty 1. DCF basics 2. Valuation of unlevered companies 3. Valuation of levered companies 4. Practice of DCF methods		
Intended learning outcomes		
After completion of this module, the students will know a variety of discounted cashflow techniques and are able to apply properly them in order to evaluate projects or firms.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or 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 title			Abbreviation
Portfolio and Capital Market Theory			12-M-CF2-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Corporate Finance		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 conveys profound knowledge of individual portfolio choices and on this basis the most important capital market theory (namely capital asset pricing model) is introduced, including its assumptions, implications and extensions. Syllabus: 1. Modern Portfolio Selection 1. 2 Asset-Case 2. Multiple-Asset-Case 3. Critique of Portfolio Theory 2. Capital Asset Pricing Model 1. Assumptions and Derivation 2. Implications 3. Empirical Aspects, Extensions and Alternatives			
Intended learning outcomes			
This module enables the students (i) to explain and to determine the optimal capital market position of an investor given the different investment opportunities and individual utility function; (ii) to understand and use the central CAPM propositions for valuating risky assets.			
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			

Module title		Abbreviation
Risk Management		12-M-CF3-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		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 deals with the valuation and use of classical derivatives in financial markets. In particular, futures, swaps and options are considered as well as their possible applications in the context of financial risk management. In particular, students will be introduced to the theory involved in pricing options, as well as important valuation parameters. In addition, some established risk measures such as value-at-risk are discussed. 1. Introduction 2. Futures & Forwards 3. Swaps 4. Options 5. Measures of risk		
Intended learning outcomes		
Upon completion of this module students will be able to, (i) independently determine the fair value of the derivatives discussed, as well as (ii) to understand and evaluate common capital market hedging strategies.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or 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 title		Abbreviation
Topics in Corporate Finance		12-M-CF4-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module comprises selected topics in corporate finance. On the one hand we cover forward transactions and derivatives, including futures and options, as well as an outlook on other financial instruments such as swaps. The focus is on introduction, trading, valuation, and strategies for managing these instruments. On the other hand, legal foundations of risk management are discussed. Students will gain knowledge about important legal regulations and their significance for compliance in companies, especially in corporate, criminal, securities, anti-trust, and labor law.		
Intended learning outcomes		
Upon completion of the module, students will be able to understand and apply the functions and valuations of derivatives, assess the legal frameworks of risk management, and develop and analyze basic hedging strategies.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Contract Theory		12-M-CT-262-m01
Module coordinator		Module offered by
holder of the Chair for Economics, Contract Theory and Information 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		
During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of “moral hazard” (i.e., situations where one party has private knowledge after a contract has been signed) and “adverse selection” (i.e., situations where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws. Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving. The exposition is primarily based on the following textbook: Laffont and Martimort (2002): "The Theory of Incentives"		
Intended learning outcomes		
After completing the course students will be able to • explain essential findings of contract theory, • apply the involved methods to given stylized examples on their own, • interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information, • evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + 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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		

Workload
150 h
Teaching cycle
Teaching cycle: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title		Abbreviation
Decision Support Systems		12-M-DSS-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools (Python).		
Intended learning outcomes		
After successfully completing the course, students should be able to • Understand the structure of classic business decision problems • Isolate key elements from general problem descriptions and convert them to quantitative decision models • Solve different classes of optimization problems (linear, integer, non-linear, stochastic, dynamic) • Implement decision support systems		
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) portfolio (approx. 50 hours total) 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 title		Abbreviation
Enterprise AI		12-M-EAI-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Informatics and AI for Enterprise		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		
Introduction to Enterprise AI Business Requirements for AI Systems ML Ops I: Data Engineering ML Ops II: Obtaining Training Data ML Ops III: Data Preprocessing ML Ops IV: Feature Engineering ML Ops V: Modeling & Evaluation ML Ops VI: Deployment ML Ops VII: System Monitoring ML Ops VIII: Updating in Production Infrastructure and Tools Managing Machine Learning Teams		
Intended learning outcomes		
In this course, you will learn the fundamentals for developing, deploying and maintaining machine learning systems in companies (MLOps). This includes an understanding of the associated IT infrastructure as well as staffing and organizational forms for managing machine learning and data science teams. You will refine and test your skills by practicing the theoretical concepts during exercise sessions. This includes a team project, where you and your peers will develop and deploy your own machine learning system.		
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) portfolio (approx. 50 hours total) 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: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Master's with 1 major China Business and Economics (2027)	JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 92 / 211

Module title		Abbreviation
Empirical Banking and Finance		12-M-EBF-262-m01
Module coordinator		Module offered by
--		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	--	--
Contents		
--		
Intended learning outcomes		
--		
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
E-Commerce		12-M-EC1-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		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		
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 industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies' current and future potential and make suggestions for improvements and for addressing future trends. Furthermore, each lecture session will contain short presentations 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 assessing 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 semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
Number of places: 15. WA: 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 supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
--		
Workload		
150 h		

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title		Abbreviation
Business Communication in Print, Online and Social Media		12-M-ECC-262-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		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 focuses on the relationship of offer characteristics with benefit aspects for the end consumer and the business models on the part of the providers. Starting from the basics of editorial work and professional text management, the new forms of communication management in social networks are presented. The focus of the lecture is on the use of social media in campaigns (Facebook, Twitter, Instagram, Tiktok). There will also be exercises on various Web 2.0 applications (e.g. online social networks) and on the collection and interpretation of online market research data. Crisis communication of companies will also be covered – in particular opinion-makers on the web as well as protest culture on the web.		
Intended learning outcomes		
By participating in the module courses, students acquire job-specific skills in research and interviewing. Students are able to collect and organize information according to criteria of topicality and relevance. In addition, students are taught journalistic expertise so that they are able to recognize the forms of presentation of news, reports, and background reports with their media characteristics and communicative functions in different media genres and create them themselves. Students will be able to prototype and design a social media campaign, describe the editorial and technical approach including feedback, response, and customer engagement. In addition, students will be able to design counter-strategies for corporate communication crises.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or 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 title		Abbreviation
Experimental Economics		12-M-EE-262-m01
Module coordinator		Module offered by
holder of the Chair of Labour 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		
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		

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 to 120 minutes) or

b) portfolio (approx. 50 hours)

Language of assessment: English

Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

30 places.

WA1:

(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 title		Abbreviation
Entrepreneurship Fundamentals		12-M-EF-262-m01
Module coordinator		Module offered by
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	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Entrepreneurial behavior can manifest in many forms, including launching a startup (entrepreneurship), instilling entrepreneurship and innovation in existing companies (intrapreneurship), or taking over an existing company (business succession). This module covers tools and concepts critical for entrepreneurial behavior in all three scenarios, such as design thinking, lean startup, and business modelling.		
Intended learning outcomes		
On successful completion of this module students will be able to: (1) Assess alternative options for creating and sustaining competitive advantage through entrepreneurial behavior, (2) evaluate concepts related to entrepreneurship, (3) make judgements about the organizational and managerial implications of entrepreneurial decisions, and (4) systematically choose between different routes of action.		
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) portfolio (approx. 50 hours total) 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 title		Abbreviation
European Public Finance		12-M-EFP-262-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course aims at introducing the main public finance issues in the European Union. Students will learn how the revenues of the Union are generated and how they are spent. We will discuss the motivation and implications of the Brexit decision and various coordination problems with respect to public debt, taxation and environmental policy. Economic policy is discussed with simple models, which highlight the central problems. Course contents: 1. The European Union: History and Institutions 2. The Budget of the European Union 3. Economic Analysis of the Brexit Process 4. Sovereign Debt, Financial Crisis and Fiscal Integration in the EMU 5. Tax Competition or Tax Coordination in Europe? 6. European Climate Policy: Emission Trading and Green Deal		
Intended learning outcomes		
After completing the course students are introduced to the central public finance policy issues, institutions and rules of conduct in the EU. They are able to apply simple theoretical models to to discuss and analyze more specific policy problems.		
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, 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 title		Abbreviation
Economic Geography		12-M-EG-262-m01
Module coordinator		Module offered by
holder of the Chair of International 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		
Content The lecture starts with a brief motivation of the core issues and a short overview over key forces driving the allocation of economic activity in space. The main parts of the lecture cover the functioning and evolution of cities and city systems, and the economic geography of regions and countries. I Motivation and Facts II Location Basics - Forces Shaping the Location of Economic Activity in Space - Some Intellectual Background III Urban and Regional Economics - The Spatial Structure of Cities - City Systems III New Economic Geography - From the New Trade Theory to the New Economic Geography - Footloose Capital Model and Policy Applications - Core Periphery Models and Policy Applications - Empirics Literature: The course uses a combination of textbooks and journal articles. Articles from the Handbook of Urban and Regional Economics (current and previous volumes) are heavily used. Useful books are: Brakman, W., H. Garretsen and Ch. van Marrewijk, 2009, The New Introduction to Geographical Economics, Cambridge University Press Baldwin, R., R. Forslid, P. Martin, G. Ottaviano and F. Robert-Nicoud, 2003, Economic Geography and Public Policy, Princeton, 2003 Combes, P.P., Th. Mayer and J.F. Thisse, 2008, Economic Geography. The Integration of Regions and Nations, Princeton University Press Fujita, M., P.R. Krugman and A.J. Venables, 1999: The Spatial Economy, MIT Press 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 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English		
Master's with 1 major China Business and Economics (2027)	JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 102 / 211

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

Module title		Abbreviation
Efficiently Inefficient Financial Markets		12-M-EIFM-262-m01
Module coordinator		Module offered by
--		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	--	--
Contents		
--		
Intended learning outcomes		
--		
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Market Research and Demand Analysis		12-M-EIO-262-m01
Module coordinator		Module offered by
holder of the Chair of Industrial 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		
Discrete choice models with individual data • Maximum Likelihood Estimation • Multinomial Logit model • Extensions: Nested Logit and Mixed Logit Discrete choice models with aggregate data • Homogeneous goods • Heterogeneous goods • Endogeneity and instrumental variables estimation Further applications • Demand and Supply estimation • Inferring marginal costs • Using structural models for counterfactual policy analysis		
Intended learning outcomes		
The students taking this class will learn modern empirical methods in studying questions related to industry outcomes. They will become familiar with methods used in estimating demand and during exercises will learn how one can implement these methods in practice using statistical software. The lectures will help students to have a thorough understanding of the so-called New Empirical Industrial Organization (NEIO) methodology. The students will become familiar with methods used in estimating demand and imperfect competition models among firms. They will learn how to use such models to infer marginal costs as well as constructing policy simulations based on the estimated models to evaluate the effects of changes in the competitive environment, such as mergers. A student that successfully completes this course will not only be able to read empirical academic papers but will also implement a few important models in computer exercises. Furthermore, students will be able to draw implications of empirical studies for economic policy in areas such as antitrust and regulation.		
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		

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

--

Module title		Abbreviation
Empirical HR Research with Stata		12-M-EPF-262-m01
Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The seminar "Empirische Personalforschung" ("Empirical HR Research with STATA") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA. Reading list to be provided in class.		
Intended learning outcomes		
The aim of the seminar is to enable students to understand and apply the most important estimation programmes and their application in STATA with a focus on problems in personnel economics.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
Number of places: 12. WA: 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 supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
--		
Workload		
150 h		

Teaching cycle
Teaching cycle: each semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title			Abbreviation
Business Software 2: Data-driven Business Process Management and Automation			12-M-ERP-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The course comprises four main parts: • Business Process Management • Modern Data Management • Process Mining • Process Automation In addition to the lectures, students have the opportunity to engage with fundamental research papers on Business Process Management and gain practical experience by solving a case study based on real event logs.			
Intended learning outcomes			
The module "Business Software 2: Data-driven Business Process Management and Automation" aims to achieve the following learning outcomes: 1. Understanding of Business Process Management: Upon completion of the course, students will be able to articulate the fundamental theories and practical methodologies of Business Process Management. This includes the ability to analyze, redesign, and implement improved business processes both manually and using automated tools. 2. Application of Modern Data Management Techniques: Students will acquire competencies in modern data management practices that are essential for real-time decision-making in business contexts. 3. Conducting Process Mining: Students will develop skills in process mining, enabling them to extract data from event logs and analyze this information to uncover inefficiencies and opportunities within business processes. They will learn to apply process mining tools and techniques to real datasets, interpret results, and propose actionable improvements. 4. Implementation of Process Automation Solutions: The course equips students with the knowledge and skills to automate business processes using industry-standard automation software such as UiPath. Students will learn to identify suitable processes for automation, design automation workflows, and implement these systems to enhance operational efficiency. 5. Engagement in Scientific Research and Practical Application: Students will expand their academic and practical understanding by engaging with fundamental research papers in the field of Business Process Management. They will also gain practical experience through case studies and hands-on projects, allowing them to effectively apply theoretical knowledge to solve real-world problems. 6. Development of Professional Competencies: Throughout the course, students will develop a range of professional skills, including critical thinking, problem-solving, teamwork, and effective communication. These competencies are crucial for successful career development in Business Process Management and related fields.			
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus			

Allocation of places
50 places. WM1: Should the number of applications exceed the number of available places, places will be allocated as follows: 1) Master's students of Information Systems, Management and Econometrics 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: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title			Abbreviation
Entrepreneurship in Software-Ecosystems: Start & Scale Up, Venture Capital, Private Equity, EXIT			12-M-ESE-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		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 is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (Business Management and Economics) who are interested in enterprise thinking, scaling, and software entrepreneurship. Therefore, this module focuses on the intersection of entrepreneurship, software ecosystems, and scale-up companies. The module first provides a foundation for understanding entrepreneurship from a theoretical perspective. It covers value management, business model development, and organizational structures. This is followed by a deeper insight into the various aspects of practical business management, including daily doing, sales, financing, traction, KPIs measuring success and performance, and legal forms. The main part of this module discusses how software-based companies can position themselves in the market and generate value through different business models and innovative strategies. Students will learn about the ecosystems of digital companies and the composition of their strategies. These strategies form the foundation for the growth of young companies, especially scale-ups. The module provides theoretical overviews, practical tools, and instruments for developing growth strategies. Various financing and exit strategies are also covered. This module includes the following course contents, as summarized below: • Introduction to Entrepreneurship, Digital Startup Ecosystems, and Process Models • Value Management and Business Model Development • Daily Doing, KPI, Traction and Project-Management • Software Entrepreneurship: Software-based Value Chain • Scale-Ups: Introduction, Growth, Tools and Strategies • Exit Strategies			
Intended learning outcomes			
The "Entrepreneurship in Software-Ecosystems: Start & Scale Up, Venture Capital, Private Equity, EXIT" module aims to achieve the following learning outcomes: 1. Software-Based Business Models: Students will learn to understand software-based business models, manage daily operations, maintain traction, and implement KPI management. 2. Software Entrepreneurship: After completing the module, students will be able to define software entrepreneurship, analyze its ecosystems, and engage with value-enhancing strategies. 3. Corporate Structures and Growth: Participants will learn to build scalable structures, develop growth strategies, and practically apply scaling tools. 4. Exit Strategies: Students will become familiar with various exit strategies for businesses and assess their advantages and disadvantages.			
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English			
Master's with 1 major China Business and Economics (2027)		JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 111 / 211

creditable for bonus

Allocation of places

50 places (max. 10 places will be allocated to students of the supplementary course ZENTRIA)

WA:

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 supervising chair will be given preferential consideration.

a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.

b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.

c. Among applicants with the same average grade, places will be allocated by lot.

(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.

Additional information

--

Workload

150 h

Teaching cycle

--

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

--

Module title		Abbreviation
Empirical International Trade		12-M-ETT-262-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Quantitative International and Environmental 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		
What are the effects of regional trade agreements? How effective is the World Trade Organization in fostering international trade flows? How strong are the responses to tariff changes, such as the ones implemented in the US-China trade war? These are some examples of questions tackled in empirical international trade. Empirical research in international trade is characterized by a tight link between economic theory and econometric specifications. The course will introduce the gravity model of international trade, which is the workhorse model in empirical trade research. Based on a theoretical derivation of the model, students will learn both how to estimate the corresponding structural econometric model and how to use the model to perform counterfactual policy analyses. Using the trade gravity expression as a starting point, closely related models for example for international migration, FDI flows, or carbon emissions embodied in international trade will also be considered. Besides the lectures, the course will also contain computer exercises in which the students will implement the different estimations and simulations themselves. At the end of the term, students will write a term paper in which they perform their own empirical investigation of a trade policy measure.		
Intended learning outcomes		
• knowledge of key concepts in empirical international trade • reproduction of theoretical and econometric arguments in the recent empirical trade literature • implementation of econometric and general equilibrium analysis on the computer • own empirical analysis		
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
20 places WA1: (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: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title		Abbreviation
Policy of Taxation		12-M-F1-262-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		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		
Description: In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Reading: lecture notes provided by Chair. Contents: 1. Fiscal harmonisation system in Germany 2. Mechanics and problems of the VAT system 3. Tax incidence analysis 4. Income tax code 5. Taxation of married couples and families 6. Taxation and household decisions		
Intended learning outcomes		
After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (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) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Social Insurance and the Welfare State		12-M-F32-262-m01
Module coordinator		Module offered by
--		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	--	--
Contents		
--		
Intended learning outcomes		
--		
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Social Insurance and the Welfare State		12-M-F3-262-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		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		
Description: This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy. Reading: lecture notes provided by Chair. Contents: 1. Public intervention in insurance markets 2. The insurance function of social security 3. Social security and social morale 4. The optimal health insurance contract 5. Why do we need a public pension system? 6. Funding vs pay-as-you-go financing of public pensions		
Intended learning outcomes		
After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (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) portfolio (approx. 50 hours total) Language of assessment: German and/or 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 title		Abbreviation
Optimal Tax Theory		12-M-F4-262-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		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		
Description: The course will discuss the design of an optimal tax system. First, students will learn what criteria have to be met for a tax system to be optimal. Lectures will introduce key rules for taxing commodities as well as income and capital. Examining specific taxation issues such as eco-tax, family taxation and the taxation in an uncertain world, students will then gain more in-depth insights into these rules. Reading: Lecture notes will be provided. Outline of syllabus: 1. Optimal commodity taxation 2. Optimal income taxation 3. Optimal taxation of families		
Intended learning outcomes		
After completing this module students have a basic understanding of what is meant with "optimal taxation". They are able to apply this concept to specific normative questions of tax policy in practice. Students also learn to prepare and present short papers, where they discuss specific normative policy issues in groups.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (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) portfolio (approx. 50 hours total) 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 title		Abbreviation
Case Studies on Business Taxation		12-M-FER-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		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 offers a cross-sectional view of business taxation by means of case studies which will be prepared by participants in advance and will be discussed in class. The focus will be on German income taxation, income calculation for tax purposes, taxation of partnerships as well as tax problems of foreign activities of German companies.		
Intended learning outcomes		
Students deepen their knowledge of the German tax law. They are enabled to solve complex tax problems on their own.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Analysis of Financial Market Data		12-M-FMO-262-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Description: The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(I)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, CAPM is discussed and examined, in particular with regard to its empirical applicability. Syllabus: 1. Information efficiency 2. Random walk 3. Theoretical market models 4. Event studies 5. Univariate modelling of time series data 6. Models to explain volatility (ARCH and GARCH) 7. Estimation of the capital asset pricing model Reading: Alexander, C.: A Guide to Financial Data Analysis, Wiley. Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press. Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirtschaftlichen Zeitreihen, Verlag V. Florentz. Hamilton, JD: Time Series Analysis, Princeton University Press. Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press. Taylor, S.: Modelling Financial Time Series, Wiley.		
Intended learning outcomes		
Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistic programs such as R and critically analyze their economic importance. In addition, the students learn the independent 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 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) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus		

Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title			Abbreviation
Group Accounting			12-M-GA-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		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			
As businesses expand, the complexity of managing and reporting financial information across multiple subsidiaries and countries increases dramatically. Group accounting is crucial for companies operating on a large scale, as it involves consolidating diverse financial data into a single, cohesive set of financial statements that reflect the financial status of the entire corporation. This module covers the necessary knowledge to prepare and interpret consolidated financial statements under the International Financial Reporting Standards (IFRS). We will discuss the basic principles of group accounting and provide in-depth knowledge of the relevant standards. Students get to know the different types of mergers, acquisitions, and investments and the accounting methods needed to inform stakeholders about these activities. Students learn why consolidated financial statements are relevant and how the consolidation process works. In addition, we cover various recent topics in group accounting, e.g., the treatment of goodwill and why regulating it is becoming increasingly difficult.			
Outline			
• Economic principles of group accounting • Scope of consolidation • Preliminary measures • Capital consolidation • Debt consolidation • Consolidation of revenues and expenses • At-equity consolidation			
Intended learning outcomes			
Upon completion of this module, students will be able to: • Explain the essential concepts and elements of group accounting; • Prepare consolidated financial statements and solve relevant consolidation issues; • Recognize the necessity of consolidated financial statements and critically evaluate consolidated financial statements.			
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Master's with 1 major China Business and Economics (2027)		JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 122 / 211

Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title		Abbreviation
Global Logistics & Supply Chain Management		12-M-GLSC-262-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.		
Intended learning outcomes		
After completing this course students can (i) analyze and evaluate global production networks; (ii) develop and apply appropriate methods to plan production networks; (iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.		
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) portfolio (approx. 50 hours total) 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 title			Abbreviation
Business Software 1: Management and Implementation of Information Systems			12-M-GPU-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module offers a comprehensive insight into the world of Enterprise Resource Planning (ERP) systems. ERP systems are central building blocks in modern business management and play a crucial role in the integration of business processes, data management and decision-making. This module is divided into three sections, each of which focuses on practical applications and examples in addition to theory. • Section 1: ERP selection process with application examples of two ERP systems: The first part of the module is dedicated to the complex process of selecting a suitable ERP system for a company. Students are familiarized with proven methods and tools that are used in the evaluation of ERP systems. Using case studies, students compare two different ERP systems and apply the selection process in a real-life environment. • 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 company in this field. Students learn the basics of these platforms and create their own applications in order to experience 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. Practical exercises and case studies enable students to apply customizing techniques in real-life scenarios. In addition to the theoretical information presented in the lecture, the exercises offer the opportunity to access the ERP systems and deal with the respective software in a practical way by means of extensive case studies.			
Intended learning outcomes			
The "Business Software 1: Management and Implementation of Information Systems" module aims to achieve the following learning outcomes: 1. ERP Systems - Overview and Differentiation: Students gain a comprehensive understanding of various ERP systems, their architectures, and philosophies. 2. Integration of Business Processes: Participants learn how ERP systems map and optimize business operations. 3. Selection and Customizing of ERP Systems: Students develop skills to evaluate, select, and adapt ERP systems to meet business needs. 4. Implementation of Business Processes: Students gain practical experience in independently implementing business processes in ERP and low-code/no-code platforms, and learn practical ERP customizing.			
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus			

Allocation of places
50 places. WM1: Should the number of applications exceed the number of available places, places will be allocated as follows: 1) Master's students of Information Systems, Management and Econometrics 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)
--

Module title			Abbreviation
Human Resource Management and Industrial Relations			12-M-HRM-262-m01
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The lecture "Human Resource Management and Industrial Relations" introduces advanced theories, estimation techniques and empirical results from the areas of human resources management and institutional frameworks such as ithe different actors in ndustrial relations. Syllabus Introduction: Human Resource Management & Industrial Relations Chapter 1: The employment contract Chapter 2: Motivation Chapter 3: Employee resistance against reorganisations Chapter 4: The role of works councils Chapter 5: Works councils and the employer wage structure Chapter 6: The behaviour of labour unions Chapter 7: Credentials and signaling Chapter 8: Demographic challenges of HRM Literature Milgrom, Roberts (1992), Economics, Organization and Management, Prentice Hall, Englewood Cliffs Picot, Dietl, Franck, Fiedler, Royer (2015), Organisation – Theorie und Praxis aus ökonomischer Sicht, 7. Auflage, Schäffer Poeschel, Stuttgart Zwick (2003), Empirische Determinanten des Widerstandes von Mitarbeitern gegen Innovationen, Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung 55, 45-59 Freeman, Lazear (1995), An Economic Analysis of Works Councils, in Rogers, Streeck (eds.), Works Councils, Chicago, 27-50 Addison, Teixeira, Zwick (2010), Works Councils and the Anatomy of Wages, Industrial and Labor Relations Review 63 (2), 240-273 Atherton (1973), Theory of Union Bargaining Goals, Princeton University Press, Princeton, NJ. Garibaldi (2006), Personnel Economics in Imperfect Labour Market, Oxford University Press, Oxford (chapter 6). Mohrenweiser, Wydra-Somaggio, Zwick (2020), Information advantages of training employers despite credible training certificates, Oxford Economic Papers 72(3), 651-671. Malmberg, Lindh, Halversson (2008), Productivity consequences of workforce aging: Stagnation or Horndal effect. In Prskawetz, Bloom, Lutz (eds.), Population and Development Review, Population Ageing, Human Capital Accumulation, and Productivity Growth (suppl. to Vol. 34), 238-256			
Intended learning outcomes			
The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (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			
Master's with 1 major China Business and Economics (2027)		JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 127 / 211

b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

--

Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

--

Module title		Abbreviation
International Taxation		12-M-IB-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module discusses tax aspects (legal facts as well as economic effects) of cross-border business activities. Students become familiar with the principles of international taxation, relevant aspects of German income tax law, the function of double taxation treaties as well as recent developments of taxation within the European Union (mostly triggered by the Court of Justice of the European Union). The topics are introduced in the form of lectures. Complex case studies are used for an in-depth discussion of selected aspects.		
Intended learning outcomes		
After completion of the module students are able (i) to assess tax issues of cross-border business activities and develop structured solutions; (ii) to assess the economic effects of rules of international tax law on its own; (iii) systematically apply double tax treaties. The students have knowledge of the basics of international taxation and the German international tax law. They are able to judge and to analyze, using the relevant sources of law complex, case studies on the taxation of 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)		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
Number of places: 12. WA: 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 supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.		

Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title		Abbreviation
Digital Strategy		12-M-IBS-262-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.		
Intended learning outcomes		
• Become familiar with theoretical concepts of strategy development and implementation in the e-business context • Understand the strengths and weaknesses of different frameworks and approaches as well as the prerequisites for their meaningful application • Apply the concepts to case studies and derive action-oriented recommendations from them • Learn how to transfer the concepts to other entrepreneurial situations from their studies or work		
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) portfolio (approx. 50 hours total) 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 title		Abbreviation
Microeconomics		12-Mik1-G-262-m01
Module coordinator		Module offered by
holder of the Chair for Economics, Contract Theory and Information 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	undergraduate	--
Contents		
The lecture covers the following topics Theory of the household: 1. Utility maximisation under constraints 2. Comparative statics 3. Income and substitution effects 4. Labour supply 5. Intertemporal consumption / savings decisions Theory of the firm: 6. Production functions (technology) 7. Profit maximisation 8. Long run versus short run cost minimisation 9. Supply of goods		
Intended learning outcomes		
Students are systematically trained in microeconomic methods relevant in household and firm theory. Accordingly, they will know how to solve optimization problems under constraints. These scientific methods will serve as useful in many fields of specialization in economics and business administration. In particular, students know analytically how to analyze the impact of changes in the economic environment, e.g., wages, interest rates, income on individual decision making.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours) creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: every year, summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Project Modul: Innovation Lab		12-M-IL-262-m01
Module coordinator		Module offered by
--		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	--	--
Contents		
--		
Intended learning outcomes		
--		
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. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
12 places. WA1: (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		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title			Abbreviation
Sales and Communications Management			12-M-IMM-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		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 course provides students with a comprehensive understanding of sales strategies and communication techniques that are essential for success in today's dynamic business environment. By looking at sales management, including the design of sales structures, strategic management and human resource management, as well as communication management, which includes traditional and digital means of communication, students will gain a comprehensive overview of the relevant subject areas. Rough course structure: • Sales management: • Designing the sales structure • Strategic sales management • Management of sales staff • Communication management: • Traditional communication tools (e.g. TV, flyers) • Digital communication tools (e.g. social media marketing; search engine marketing, display advertising) • Systematic channel integration			
Intended learning outcomes			
Through theoretical understanding and practical application, students will develop proficiency in strategic and operational sales management and the utilization of diverse communication instruments to achieve organizational objectives and maximize market impact.			
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			

Module title		Abbreviation
Strategic Managerial Accounting		12-M-INST-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module focuses on accounting instruments, which are applied in the context of strategic management of enterprises. First, it addresses important drivers of strategic decisions from a microeconomic perspective, such as the emergence of cost and quality advantages in competition as well as scale and experience curve effects. Second, the module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle cost analysis, benchmarking and business wargaming are discussed with regard to their theoretical foundation and fields of application.		
Intended learning outcomes		
Initially, students acquire an understanding of economic drivers of strategic decisions as well as fundamental requirements concerning instruments of decision-making and behavior control in enterprises. Upon completion of the course, they are able to analyze and evaluate the strengths and weaknesses, as well as fields of application and limitations, of prevalent instruments of strategic corporate management used in practice. Additionally, they develop competences in the design and further development of strategic instruments.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
International Trade and the Multinational Firm		12-M-ITMF-262-m01
Module coordinator		Module offered by
holder of the Chair of International 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		
Content The lecture starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms. [If time permits the Armington model and the standard neoclassical model will be addressed.] Outline I Ricardian Trade Theory II Heckscher-Ohlin Trade Theory III New Trade Theory: Intra-Industry Trade, Increasing Returns to Scale, Imperfect Competition IV Firm Heterogeneity, Trade and FDI V The Multinational Firm Literature: 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: Helpman, E. (2011). Understanding Global Trade. Princeton University Press. Feenstra, R.C. (2016). Advanced International Trade. Theory and Evidence. Princeton University Press, Second Edition Caves, R., R.W. Jones and J.A. Frankel (2007). World Trade and Payments. Addison Wesley Bhagwati, J., A. Panagariya and T. N. Srinivasan (1998). Lectures on International Trade. Second Edition. MIT Press Gandolfo, G. (1998). International Trade Theory and Policy. Springer-Verlag, Berlin and New York Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995). International Trade. McGrawHill Barba Navaretti, G. and A.J. Venables (2004). Multinational Firms in the World Economy. Princeton University Press		
Intended learning outcomes		
The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments 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 economies.		
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) portfolio (approx. 50 hours total) Language of assessment: English		
Master's with 1 major China Business and Economics (2027)	JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 136 / 211

Assessment offered: In the semester in which the course is offered creditable for bonus
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title		Abbreviation
Coordination, Budgeting and Incentives in Organizations		12-M-KOBO-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		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 focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.		
Intended learning outcomes		
Initially, students acquire an understanding of the necessity of behavioral control in enterprises. Upon completion of the course, they are able to analyze and evaluate requirements and effects of instruments used for behavioral control. Additionally, they develop competences for deployment, structure and development of coordination tools.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or 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 title		Abbreviation
Marketing Analytics		12-M-MA-262-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Marketing Analytics		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		
Marketing analytics involves the collection, management, and analysis of data to gain insights into the performance of marketing activities. In fact, it is increasingly possible to use data analysis to inform, make, and even automate marketing decisions. The goal of this course is to provide students with a hands-on understanding of key methods and specific techniques used in marketing analytics. This requires substantive knowledge in marketing as well as of fundamental ideas at the intersection of statistics, economics, psychology, and computer science. The course will cover fundamentals of data science, including data wrangling and data exploration, and will then turn to applied, real-world marketing analytics problems such as marketing mix modeling, market segmentation, and measuring preferences and demand. Emphasis will be placed on data visualization and valuable methods for causal inference in marketing. The course will also delve into a few advanced marketing topics. To provide a hands-on learning experience, the course will include practical applications of the covered content using the R programming language.		
Intended learning outcomes		
• Understand key methods and techniques used in marketing analytics and how to apply them to real-world problems. • Learn to identify the appropriate analytical methods to use for specific marketing problems. • Develop proficiency in data wrangling and data exploration techniques. • Develop skills in data visualization and interpretation to effectively communicate marketing insights. • Gain hands-on experience with the R programming language and apply it to solving marketing analytics problems.		
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Master's with 1 major China Business and Economics (2027)	JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 139 / 211

Module title		Abbreviation
Advanced Macroeconomics		12-M-MFF-262-m01
Module coordinator		Module offered by
holder of the Chair of International 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		
Content The course covers long-run aspects of macroeconomics. We start with a review of the facts of long-run growth and a review of the Solow-growth model. The lecture then focuses on the infinite-horizon Ramsey-Cass-Koopmans model, on endogenous growth theory and it puts the roles of human capital and institutions under scrutiny. Applications of this framework involving urban and regional growth, resources and the environment will be taken up, time permitting. Outline I Facts and the Solow Growth Model II Infinite-Horizon Ramsey-Cass-Koopmans model III Endogenous Growth IV Human Capital, Social Infrastructure and Beyond V Applications (Urban and regional growth; Growth, resources and the environment) Literature: The course draws strongly on the textbook: David Romer, Advanced Macroeconomics, 4th edition, McGraw-Hill Irwin. We will use journal articles and research papers at several parts of the lecture.		
Intended learning outcomes		
Students acquire a working knowledge of the key models and analytical tools of advanced macroeconomics. This enables them to identify the key forces that determine the determinants of income levels and growth rates of incomes, to make informed policy analysis and statements and to critically evaluate current controversies and developments as well as to conduct their own research.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (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) portfolio (approx. 50 hours total) 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 title		Abbreviation
Mobile and Ubiquitous Business		12-M-MUS-262-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module provides an overview of technologies and business applications of mobile networks, end devices, applications (including mobile commerce and payment) through to smart objects in a future "Internet of Things". Basic concepts and their use in practice are illustrated using numerous examples. In the accompanying exercise, corresponding case study texts are analyzed and discussed.		
Intended learning outcomes		
• Understanding the technological foundations and capabilities of mobile and ubiquitous systems and their integration into existing IS infrastructures • Analyzing business applications in processes, products/services, and business models • Analysis and evaluation of the operational and strategic implications of such technologies from a management perspective • Application of the learned concepts to real management challenges based on case studies		
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Advanced Computational Economics		12-M-NGM-262-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		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		
Description: This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy. Outline of syllabus: 1. Programming with FORTRAN and application of numerical methods 2. Solution techniques for dynamic programming problems 3. Policy analysis with stochastic growth and life cycle models Reading: Lecture notes will be provided.		
Intended learning outcomes		
After completing the course "Advanced Computational Economics" students will be able to (i) edit and solve stochastic economic problems using advanced numerical techniques; (ii) implement small scale economic models on the computer; (iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (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) portfolio (approx. 50 hours total) 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 title		Abbreviation
Econometrics 1		12-M-OE1-262-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Description: This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions. Linear algebra is used as formal aid. Outline of syllabus: 1. Random variables 2. Important distributions 3. Point estimates 4. Simple linear regression model 5. Model assumptions 6. Model properties 7. Simple hypothesis tests 8. Multiple linear regression model 9. Linear restrictions 10. Dummy variables 11. Multiple hypothesis tests		
Intended learning outcomes		
The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions. The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Micro-econometrics" und "Financial Econometrics".		
Courses (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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
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 title		Abbreviation
Econometrics 2		12-M-OE2-262-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
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, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid. Syllabus: 1. Specification analysis 2. Multicollinearity 3. Heteroskedasticity 4. Autocorrelated disruptive terms 5. Generalized least squares (GLS)		
Intended learning outcomes		
Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the estimation methods in scientific work, to work independently on adequate implementation 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 "Econometrics III", "Microeconometrics" und "Financial Econometrics".		
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		

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

--

Module title		Abbreviation
Econometrics 3		12-M-OE3-262-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Description: This module deals with advanced econometric methods and concepts based on the classical and the generalized least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalized method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in uni- and multivariate econometric time series analysis, including (non)stationarity, integration and cointegration. Linear algebra is used as formal aid. Syllabus: 1. Error-in-variables 2. IV estimation 3. Generalized least squares estimation 4. Distributed lag models 5. Stationary uni- and multivariate processes 6. Deterministic and stochastic trends 7. Integrated and cointegrated processes		
Intended learning outcomes		
The students acquire thorough understanding of advanced methods and concepts in econometrics. They get familiarized with diverse error-in-variables issues and will be capable of handling them appropriately. After the course, students understand the generalized method of moments (GMM) and the instrumental variable (IV) estimator to the extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness and address their theoretical and practical benefits and shortcomings		
Courses (type, number of weekly contact hours, language — if other than German)		
V (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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Master's with 1 major China Business and Economics (2027)	JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 148 / 211

Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title		Abbreviation
Organizational Economics and Digital Transformation		12-M-OEDT-262-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course Organizational Economics and Digital Transformation introduces advanced topics in organizational economics, with a focus on economic decision-making within organizations. Concepts and tools from microeconomic theory, as well as empirical findings from field studies and laboratory experiments, are incorporated, such as those related to performance measurement and incentives, organizational structure, and authority. Additionally, the course integrates key aspects of digital transformation shaping modern business landscapes. Thus, students not only gain a solid overview of the fundamental principles of organizational economics but also insights into the challenges, opportunities, and strategies associated with the digital transformation of businesses.		
Intended learning outcomes		
With this course, • students will be able to understand and reflect on modern microeconomic concepts and current organizational economics. • students will learn to master and apply quantitative microeconomic methods. • students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology. • students learn how digital transformation impacts organizations and their architecture.		
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) portfolio (approx. 50 hours total) 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: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Optimization in Practice		12-M-OIP-262-m01
Module coordinator		Module offered by
--		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	--	--
Contents		
--		
Intended learning outcomes		
--		
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) portfolio (approx. 50 hours total) 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		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Project Modul: Audiovisual Business Communication		12-M-PACW-262-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this seminar, students learn the basics of audiovisual forms of presentation (news, background report, reportage). They are first introduced to the use of cameras and editing. Students learn how to set news and stories in the picture and how to organize shoots. Television-specific journalistic basics such as the structure and design of a television report, organization, and handling of different filming situations, creating storyboards, copywriting, and speaking are learned.		
Intended learning outcomes		
Upon completion of the seminar, students will be able to apply editorial and technical knowledge and skills (including teamwork) to the production of television features.		
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)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
20 places. WA1: (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		
300 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Project Modul: Crossmedial Business Communication		12-M-PCW-262-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Online and cross-media journalism takes into account the current media convergence. This seminar focuses on the individual elements and phases of production for the website, Facebook, Instagram, Twitter, and Tiktok against the background of current trends and developments. In addition, the seminar covers current trends in journalism. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling) as well as technical developments. A technical introduction to equipment and editing will be given during the seminar.		
Intended learning outcomes		
After successful completion, students will be able to name the individual phases of online and cross-media journalism and carry them out on sample projects, explain and go through the individual production stages, use methods and tools for the individual steps.		
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)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
20 places. WA1: (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		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title			Abbreviation
Policy and Management Evaluation Methods			12-M-PEM-262-m01
Module coordinator		Module offered by	
holder of the Chair of Data Science in Business 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 course offers an introduction to the fundamentals of causal inference and to widely used research designs in the social sciences. In the first part a framework for understanding causality is introduced. Specifically, the epistemological differences between association, intervention and counterfactuals are explained. Then it is shown why experiments are paramount in generating causal knowledge and which assumptions are needed for which level of the causal hierarchy. Finally, we will discuss two widely used approaches to causality in the social sciences, i.e. potential outcomes and directed acyclic graphs. The second part is devoted to the research designs regressions analysis, difference-in-differences, instrumental variables, and regression discontinuity. The emphasis is how these research designs are for example applied to answer important questions in labour economics such as the effects of a minimum wage increase on employment or the effect of children on female labour supply and wages. The assumptions each research design requires in order to identify a causal effect will be at center stage of the lecture. Therefore the emphasis is to teach students <i>what</i> one needs to estimate in order to answer a given question. Further, the research designs are discussed such that students will be able to evaluate and apply these research designs to other questions and fields.			
Intended learning outcomes			
At the end of the course, students should be able to understand basic concepts and methods of causal inference, as well as read, interpret, and assess the credibility of scientific publications. In addition, the course serves as preparation for advanced statistics and econometrics courses.			
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			

Master's with 1 major China Business and Economics (2027)

JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027

page 154 / 211

Module title			Abbreviation
Product Innovation and Price Management			12-M-PIPM-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		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			
"Product Innovation and Price Management" explores the crucial aspects of developing innovative products and effectively managing pricing strategies in dynamic markets. Students will examine theories and practices related to product innovation, market analysis, and pricing methodologies. Rough course structure: Innovation management • Fundamentals of innovation management • Idea generation & idea concretization • Concept definition • Concept evaluation and selection • Market launch of new products • Cross-phase approaches to managing the innovation process Price management • Basics of price management • Concepts of classical price theory • Behavioral basics of pricing policy • Approaches to price determination (demand-oriented, cost-oriented, competition-oriented)			
Intended learning outcomes			
The goal of this course is to equip students with the knowledge and skills necessary to drive innovation in product development and effectively manage pricing strategies in dynamic markets.			
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Master's with 1 major China Business and Economics (2027)		JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 155 / 211

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

--

Module title		Abbreviation
Project and Change Management		12-M-PROM-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and control within enterprises. Special attention is being directed towards internal company projects that are associated with significant changes for those involved. Thus, alongside classical and agile project management approaches, theoretical foundations and methods of change management are also considered. The module covers characteristic features and structures of projects, their possible success factors, methods and instruments of control and management of projects in various project phases. The theoretical basis as well as potential applications of these instruments are discussed.		
Intended learning outcomes		
Initially, students acquire an understanding of project management and control tools as well as change management. Upon completion of the course, they are capable of analyzing and evaluating the strengths and weaknesses, as well as the application possibilities and limitations, of commonly used tools and methods in practice. Furthermore, they gain competencies in designing and advancing project management and controlling. Additionally, students are able to apply these tools and methods in practical settings.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or 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 title			Abbreviation
Accounting and Capital Markets			12-M-REKA-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, questions regarding cost accounting, management control systems, behavioral control and decision-making functions of accounting, quality of financial reporting, and publicity are discussed.			
Intended learning outcomes			
Initially, students acquire a fundamental knowledge of the conception and impact of management and financial accounting as information systems, as well as the economic impacts of the configuration of management and financial accounting. They understand analytical and empirical models from relevant research literature and can interpret and explain the results. Upon completion of the course, the students are able to assess and evaluate the impacts of changes in institutional general frameworks such as changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets.			
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			

Module title			Abbreviation
Tax-Optimized Business Organization			12-M-RFW-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		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 course deals with tax aspects of the choice and change of legal form of business activities. Static and dynamic models are used to calculate the effective tax burden from ongoing business activities but also from a-periodic measures like divestments, mergers, or changes of the legal form. Our perspective is that of an investor resident in Germany investing in incorporated and unincorporated businesses in Germany and abroad.			
Intended learning outcomes			
This course enables students to (i) analyze and evaluate the tax effects of business activities in different legal forms from an investor's perspective; (ii) calculate the tax burden from ongoing business activities in Germany and abroad; (iii) calculate the tax burden from a-periodic events like divestments, purchases, mergers, and changes of legal form.			
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
Number of places: 12. WA: 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 supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.			
Additional information			
--			

Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title		Abbreviation
Research in Finance & Accounting		12-M-SC-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Accounting		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		
Research and research skills are foundational to driving business success in a world where information is abundant and constantly evolving. They provide businesses and professionals with the tools needed to navigate complexity, innovate effectively, and compete on a global scale. In today's data-driven landscape, businesses rely on thorough research to make informed decisions. Research skills enable professionals to gather, analyze, and interpret data effectively, ensuring that decisions are based on solid evidence rather than intuition. Moreover, the modern business environment is characterized by rapid change. Continuous learning, facilitated by strong research skills, helps individuals and organizations remain adaptable. These skills enable professionals to keep up with industry developments, technological advancements, and shifts in consumer behavior, ensuring that they are always equipped to respond to new challenges and opportunities. This module is designed to equip students with the skills necessary to conduct rigorous empirical research. Outline • Introduction to current research • How to develop a research question • How to conduct research • Introduction to various data sources • Introduction to applied research methods • Visualizing research findings		
Intended learning outcomes		
Upon completion of this module, students will be able to: • Identify and motivate a relevant research question; • Find relevant scientific literature and interpret it with regard to a specific research question; • Address a research question using empirical analyses.		
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) portfolio (approx. 50 hours total) 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: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title		Abbreviation
Seminar: Supply Chain Competition		12-M-SCC-262-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		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		
In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management.		
Intended learning outcomes		
After completing this seminar students i. selected and applied quantitative models for procurement, production, sales and supply chain management, ii. faced the practical problems when using real data to feed models, iii. and understand the challenges to reach a coordinated decision in a company.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (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) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: Once a year, winter semester creditable for bonus		
Allocation of places		
Number of places: 12. WA: 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 supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with 1.b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		

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

--

Module title		Abbreviation
Strategic Decisions and Competition		12-M-SDC-262-m01
Module coordinator		Module offered by
holder of the Chair of Industrial 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		
1. Strategic situations and decision making 2. Analyzing strategic situations with game theory 1. Noncooperative simultaneous move games 2. Nash equilibrium 3. Models of oligopoly markets 3. Dynamic Games 1. Two(-multi) stage games and subgame perfect equilibrium 2. Role of commitment in dynamic situations 3. Models of advertising 4. Wage bargaining and unions 4. Repeated Games 1. Emergence of coordination in long interactions 2. Collusion between competing firms 3. Time consistent monetary policy 5. Static games of incomplete Information 1. Bayesian Nash equilibrium 2. Auctions 6. Dynamic games of incomplete information 1. Moral hazard and nonlinear pricing 2. Perfect Bayesian equilibrium 3. Signalling games 4. Job-market signalling 5. Corporate investment and capital structure		
Intended learning outcomes		
After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial 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) portfolio (approx. 50 hours total) 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 title			Abbreviation
Testimonials from tax experts			12-M-SEB-262-m01
Module coordinator		Module offered by	
--		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	--	--	
Contents			
--			
Intended learning outcomes			
--			
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			

Module title			Abbreviation
Service-Learning Seminar: Developing Marketing Literacy among Adolescents			12-M-SL-262-m01
Module coordinator		Module offered by	
--		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	--	--	
Contents			
--			
Intended learning outcomes			
--			
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)			
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
20 places. WA: 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 supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			

Module title			Abbreviation
Marketing Research			12-M-SM-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		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 course provides students with a comprehensive understanding of the principles and processes of conducting effective marketing research. This includes, for example, understanding latent constructs, designing data collection methods and questionnaires, and setting up experiments. In addition, students will learn techniques for data analysis and interpretation using SPSS, covering univariate, bivariate and multivariate analysis methods to derive actionable insights from the research results. Rough course structure: • Basics and process of marketing research • Introduction to marketing research • Latent constructs • Data collection & questionnaire design • Experimental set-up Data analysis and interpretation • Introduction to SPSS • Univariate and bivariate analysis methods • Multivariate analysis methods (various forms of regression analysis; analysis of variance; conjoint analysis; mediation analysis; structural equation modeling)			
Intended learning outcomes			
Through theoretical considerations as well as practical exercises and case studies, students develop the necessary skills to collect and analyze data in order to make strategic marketing decisions.			
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Master's with 1 major China Business and Economics (2027)		JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 169 / 211

Module title		Abbreviation
Strategic Management of Global Supply Chains		12-M-SMGS-262-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		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		
Description: In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.		
Intended learning outcomes		
After completing this course students (i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and (ii) understand the effects of global value chains onto strategic company decisions.		
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title			Abbreviation
Tax Planning			12-M-SP-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		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 course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed. Part I 1. Introduction 2. The Influence of Taxes on Investment Decisions According to the “Standard Model” 3. Tax facts 4. Extensions of the Standard Model 5. Neutral profit taxation 6. Taxation and financing decisions 7. Tax planning for corporations 8. Taxation of Labor and Capital in Different Legal Forms Part II 1. Taxation of cross border investments and tax reform			
Intended learning outcomes			
This course enables students to (i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance; (ii) analyze the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing; (iii) read and discuss research and policy papers in the field of taxation.			
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Master's with 1 major China Business and Economics (2027)		JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 171 / 211

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

--

Module title		Abbreviation
Sustainability Reporting and AI		12-M-SR-262-m01
Module coordinator		Module offered by
--		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	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
Number of places: 10. WA: 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 supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Tax Accounting		12-M-STB-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		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 introduces the various methods of income recognition in the German Income Tax Code (<i>Einkommensteuergesetz</i> , EStG). It discusses the main reporting and valuation provisions as well as the specific problems and techniques of income calculation for partnerships.		
Intended learning outcomes		
Students have in-depth knowledge of tax accounting of companies and are able to solve moderate to complex problems of tax accounting in particular of sole proprietorships and partnerships using legal source.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (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) portfolio (approx. 50 hours total) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Accounting		12-M-TA-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Artificial Intelligence		12-M-TAI-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Business Analytics		12-M-TBA-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Behavioral Economics and Evidence-Based Management		12-M-TBE-262-m01
Module coordinator		Module offered by
--		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	--	--
Contents		
--		
Intended learning outcomes		
--		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Finance		12-M-TCFRM-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Applied Data Analysis and Machine Learning		12-M-TDS-262-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Microeconomics, esp. Economics of Digitization		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		
Data science is concerned with extracting knowledge and valuable insights from data assets. This course provides an introduction to data science and its application in business and economics. Participants will be familiarized with data handling in Python, data visualization, and various machine learning techniques for prediction and estimation. We will apply the acquired knowledge in topics from business and economics. The course will be divided into two parts: the lecture where the techniques will be taught as well as exercise in which students will be able to work with data on their own.		
Intended learning outcomes		
In this module, • students learn data handling and visualization in Python. • students are familiarized with the development and evaluation of machine learning models. • students gain an understanding of how to apply the taught techniques to real data sets.		
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) portfolio (approx. 50 hours total) 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: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Data Science in Decision-Making		12-M-TDSDM-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Applied Topics in Data Science in Business and Economics		12-M-TE-262-m01
Module coordinator		Module offered by
holder of the Chair of Data Science in Business 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 course aims to equip students with key empirical research methods and their applications in business and economics. The course will cover the development of empirical research ideas, research designs, data generation, data editing, and data analysis. The course will use a paper-based approach to introduce and apply these topics. Additionally, students will learn about existing panel datasets and be led to perform their own empirical research. Students that attend this course should have advanced knowledge in statistics and econometrics.		
Intended learning outcomes		
By the end of the course, students will have a comprehensive understanding of how to conduct empirical research in business and economics.		
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) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
24 places. WA1: (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: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Electronic Business		12-M-TEB-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title			Abbreviation
Topics in Econometrics			12-M-TEC-262-mo1
Module coordinator		Module offered by	
--		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	--	--	
Contents			
--			
Intended learning outcomes			
--			
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			

Module title		Abbreviation
Topics in Enterprise Systems		12-M-TES-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Theory of Industrial Organization		12-M-TI1-262-mo1
Module coordinator		Module offered by
holder of the Chair of Industrial 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		
Theory of industrial organisation: - Monopoly pricing - Nonlinear pricing and mechanism design - Dynamic pricing: experience goods, durable goods - Oligopoly pricing - Static price and quantity competition in homogeneous and differentiated goods markets - Comparative statics - Equilibrium market structure - Dynamic competition in oligopoly markets - Subgame perfect equilibrium and models of dynamic competition - Repeated games and collusion - Market Structure - Entry - Mergers - Strategic behaviour by incumbent firms - Entry deterrence and predation - Signalling and reputation - Vertical Relations and Restrictions - Double marginalization - Vertical contracts - Behavioral Industrial Organization - Reference Dependent Preferences and Framing Effects - Time inconsistent behavior		
Intended learning outcomes		
Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of an approach, summarize and comment on these papers and suggest possible extensions.		
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) portfolio (approx. 50 hours total) 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 title		Abbreviation
Topics in International Economics		12-M-TIE-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Logistics and Supply Chain Management		12-M-TLSCM-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Marketing		12-M-TM-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Managerial Accounting		12-M-TMA-262-mo1
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Trade Policy and the World Trading System		12-M-TP-262-m01
Module coordinator		Module offered by
holder of the Chair of International 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		
Content The module starts out with a sketch of key facts and the evolution of the world trading system as well as current trade policy controversies. The main part of the lecture deals with trade policy instruments (e.g. tariffs and quotas) and arguments in favor of trade policy interventions (the terms of trade, strategic trade policy, infant industries, industrial policy, environmental policy). Political economy issues are also addressed. Outline 1 The evolution of the world trading system and current issues 2 Trade policy instruments and their effects under perfect competition 3 The competition effect of trade opening 4 Domestic distortions 5 International market power and trade policy 6 Political economy and the world trading system Literatur: The main text used is: Helpman, E. und P.R. Krugman (1989). Trade Policy and Market Structure. The MIT Press, Cambridge, Massachusetts. The following monographs cover the evolution of the world trading system and the evolution of ideas in trade policy 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 This literature is complemented by papers from scholarly journals.		
Intended learning outcomes		
Students acquire the ability to critically understand the effects and issues associated with the use of trade policy instruments. They are enabled to understand and evaluate the causes and consequences of interventions in international trade on the aggregate economy, producers and consumers, the foreign trading partners and the world trading system both analytically as well as in an intuitive manner. Students also acquire the scientific knowledge to grasp the factors determining the structure and dynamics of the world trading order		
Courses (type, number of weekly contact hours, language — if other than German)		
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		
Master's with 1 major China Business and Economics (2027)	JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 192 / 211

b) portfolio (approx. 50 hours total)

Language of assessment: German and/or English

Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

--

Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

--

Module title		Abbreviation
Topics in Public Finance		12-M-TPF-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Human Resource Management and Organization		12-M-TRMO-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Strategic Corporate Communication		12-M-TSCC-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Strategy, Competition and Policy		12-M-TSCP-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Strategic Entrepreneurship		12-M-TSE-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Strategic Incentive Design		12-M-TSID-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Topics in Taxation		12-M-TT-262-m01
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 provisions) 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 given.		
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) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
Financial Analysis		12-M-UA-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Accounting		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		
In today's rapidly changing economic landscape, the ability to effectively analyze financial information is more critical than ever. Financial analysis is essential for interpreting past and current financial data to make predictions about future performance and guide strategic decisions that affect the overall business. This module offers students the tools and methodologies needed to evaluate the financial position of companies, assess investment opportunities, and make informed financial decisions. We provide a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations. Outline • Introduction to financial analysis • Analysis of earnings information • Analysis of balance sheet information • Analysis of cash flows • Analysis of selected balance sheet positions		
Intended learning outcomes		
Upon completion of this module, students will be able to: • Understand corporate financial statements and identify value-relevant information; • Provide relevant valuation techniques and recognize the fundamental role of financial information in the valuation process; • Apply valuation models to practical cases and make informed investment decisions.		
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) portfolio (approx. 50 hours total) 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)		
--		
Master's with 1 major China Business and Economics (2027)	JMU Würzburg • generated 12-Sep-2026 • exam. reg. data record Master (120 ECTS) China Business and Economics - 2027	page 201 / 211

Module title		Abbreviation
Corporate Entrepreneurship and Innovation		12-M-UGF1-262-m01
Module coordinator		Module offered by
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	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an 'intrapreneurial' or entrepreneurial career. (1) Introduction to corporate entrepreneurship (2) Antecedents and forms of corporate entrepreneurship (3) Corporate strategy and corporate entrepreneurship (4) Organizational structure and corporate entrepreneurship (5) Human resource management and corporate entrepreneurship (6) Building supportive organizational cultures (7) Entrepreneurial control systems (8) Entrepreneurial leadership (9) The corporate entrepreneur as a champion and diplomat (10) The pay-off from corporate entrepreneurship (11) Corporate venture capital (12) Corporate entrepreneurship in nonprofit and government organizations (13) Universities and academic spin-offs (14) Wrap-up and Q&A		
Intended learning outcomes		
<i>Educational aims</i> • 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 <i>Learning outcomes</i> On successful completion of this module students will be able to: • Create and evaluate concepts related to corporate entrepreneurship • Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage • Make judgements about the organizational and managerial implications of corporate entrepreneurship • Systematically choose between different routes of action		
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) portfolio (approx. 50 hours total) 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 title		Abbreviation
Corporate Strategy		12-M-UGF2-262-m01
Module coordinator		Module offered by
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	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This theory-led and application-oriented module provides you with critical knowledge and skills related to corporate strategy—essential for anyone aspiring to take on leadership roles in their future career, may it be in the private or public sector. The module goes beyond basic knowledge about strategic management provided by bachelor-level modules. (1) Developing strategies in pursuit of competitive advantage (2) Corporate diversification (3) Vertical integration and outsourcing (4) Mergers & acquisitions (5) Dynamic strategies (6) Cooperative strategies (7) Corporate spin-offs and spin-outs (8) Internationalization strategies (I) (9) Internationalization strategies (II) (10) Strategic change (11) Corporate strategies and new technologies (12) Corporate governance and corporate social responsibility (13) Corporate communication and crisis management (14) Wrap-up and Q&A		
Intended learning outcomes		
<i>Educational aims</i> • Clarify the role of corporate strategy • Explain theoretical concepts and mechanisms behind corporate strategy • Enable students to critically appraise alternative approaches to corporate strategy • Enable students to evaluate the boundaries and risks of corporate strategy <i>Learning outcomes</i> On successful completion of this module students will be able to: • 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		
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) portfolio (approx. 50 hours total) 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 title		Abbreviation
Digital Entrepreneurship and Digital Transformation		12-M-UGF3-262-m01
Module coordinator		Module offered by
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	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
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) Crowdfunding 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		
Intended learning outcomes		
Educational aims: Clarify the role of digital entrepreneurship and digital transformation. Explain theoretical concepts and mechanisms behind digital entrepreneurship and digital transformation. Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation. Enable students to evaluate the boundaries and risks of digital entrepreneurship and digital transformation Learning outcomes: On successful completion of this module students will be able to (1) Assess the role of digital entrepreneurship and digital transformation for creating and sustaining competitive advantage, (2) Create 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.		
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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Master's with 1 major China Business and Economics (2027)		page 206 / 211

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--

Module title		Abbreviation
Vertical Storytelling		12-M-VS-262-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
More than 70 percent of Germans* use the Internet on their smartphones, and billions of users around the world use apps such as WhatsApp, Instagram, and TikTok to communicate every day - much of digital communication now takes place on mobile devices. Social media, messenger services and mobile-optimized websites are now a natural part of any communications mix. The challenge for professional communicators is to adequately consider the mobile delivery channels for their content. The seminar is hands-on and teaches participants how to produce content with the smartphone for the smartphone. It covers the basics of mobile reporting, current apps and their features, different content formats and user behavior.		
Intended learning outcomes		
In this seminar, students will learn how to produce content with the smartphone for the smartphone. In addition to the basics of mobile reporting, students will learn about the latest apps, their features, different content formats and user behavior. In the practical phase of the seminar, students will design and produce targeted content for social media apps.		
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)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
40 places. WA1: (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		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

Module title		Abbreviation
European Competition Policy		12-M-WPE-262-mo1
Module coordinator		Module offered by
holder of the Chair of Industrial 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		
Outline of syllabus: 1. Legal environment, competition laws 2. Market definition • Qualitative methods • Simple quantitative methods • Hypothetical monopoly test 3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion 4. Horizontal mergers and collusion • Economic theory • Efficiency effects • Coordinated effects 5. Vertical relations and contracts • Economic analysis of contracts • "More economic approach" 6. Abuse of dominant position • Classification of abusive conduct • Economic analysis of abusive conduct and theory of harm		
Intended learning outcomes		
After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (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) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
WM6: There are no restrictions with regard to available places for students of the Master's degree programmes Management, 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 title		Abbreviation
ZDI Accelerator Program		12-M-ZDI-262-m01
Module coordinator		Module offered by
--		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
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)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
12 places. WA1: (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		
300 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		