

Subdivided Module Catalogue for the Subject

Chinese and Economics

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

Examination regulations version: 2012 Responsible: Faculty of Arts, Historical, Philological, Cultural and Geographical Studies

JMU Würzburg • generated 26-Aug-2024 • exam. reg. data record 88|g34|-|-|H|2012

Course of Studies - Contents and Objectives

The master program has been developed for students holding a B.A. degree in Economics, Business Administration or equivalent field who want to specialize in China Business and Economics. Next to classes that offer in-depths analyses of China's economy and aspects of doing business in China, students will learn the Chinese language and take classes in Chinese Studies and advanced Economics. They spend one term for intensive language training at the Peking University in Beijing. Methodological classes prepare students to use their general and China specific economic knowledge for academic research as well as for solving business problems. Within the range of topical courses covering various fields relevant for China business and economics, the students have the option to choose according to their preferences. All obligatory and topical optional courses that the student successfully passed are made explicit and are documented in the transcript of records.

Abbreviations used

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

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

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

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

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

Conventions

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

Notes

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

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

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

In accordance with

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

ASP02009

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

18-Apr-2013 (2012-157)

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 (60	ECTS credits)			
04-CBE-1-122-m01	Introduction to China's Economy	6	NUM	7
04-CE-1-122-m01	Modern Chinese 1	18	NUM	19
04-CE-2-122-m01	Modern Chinese 2	9	NUM	21
04-CE-3-122-m01	Modern Chinese 3	9	NUM	22
04-CE-4-122-m01	Commercial Chinese	12	NUM	23
04-CE-5-122-m01	Contemporary History and Political System of the PRC	6	NUM	24
Compulsory Electives (30	ECTS credits)			
China Business and Eco	nomics (19 ECTS credits)			
04-CBE-3-122-m01	Challenges of Economic Development in China	6	NUM	9
04-CBE-7-122-m01	Markets in China 1	6	NUM	11
04-CBE-8-122-m01	Markets in China 2	6	NUM	13
04-CBE-9-122-m01	Markets in China 3	6	NUM	15
04-CE-6-122-m01	Chinese and Commerce 1	4	NUM	26
04-CE-7-122-m01	Chinese and Commerce 2	5	NUM	27
04-CE-8-122-m01	Chinese and Commerce 3	4	NUM	28
04-CE-9-122-m01	Chinese and Commerce 4	5	NUM	29
04-CE-10-122-m01	Methodology and Applied Analysis	4	NUM	17
China Studies (6 ECTS c				<u> </u>
04-TCC1-122-m01	Transformation in Contemporary China 1	6	NUM	31
04-TCC2-122-m01	Transformation in Contemporary China 2	6	NUM	33
04-TCC3-122-m01	Transformation in Contemporary China 3	6	NUM	35
04-TCC4-122-m01	Transformation in Contemporary China 4	6	NUM	37
04-TCC5-122-m01	Transformation in Contemporary China 5	6	NUM	39
04-TCC6-122-m01	Transformation in Contemporary China 6	6	NUM	41
	and Economics (5 ECTS credits)			<u> </u>
12-M-SM-102-m01	Strategic Marketing	5	NUM	14
12-M-IMM-102-m01	International Marketing	5	NUM	10
12-ACSE-111-m01	Adaption and Continuous System Engineering	5	NUM	43
12-Bl-111-m01	Business Intelligence	5	NUM	4
12-BSA-111-m01	Adaptive Business Platforms 1	5	NUM	47
12-GLP-111-m01	Introduction to Logistical Process Design	5	NUM	49
12-IS-111-m01	Information Systems Analysis and Design	5	NUM	53
12-IU-111-m01	Information Processing within Organizations	5	NUM	55
12-LA-111-m01	Logistic Concepts and Processes	5	NUM	57
12-LM-111-m01	Operations Research	5	NUM	58
12-M-AIT-111-m01	Advanced International Trade	5	NUM	59
12-M-AM-111-m01	Advanced Microeconomics	5	NUM	61
12-M-AME-111-m01	Advanced Macroeconomics	5	NUM	61
12-M-AO-111-mo1	Incentives in Organizations	5	NUM	6
12-M-B1a-111-m01	Portfolio Selection and Capital Market Theory	5	NUM	66
12-M-B1b-111-m01	Agency Theory	5	NUM	67
	·····			/

12-M-B2-111-m01	Option Pricing Theory	10	NUM	68
12-M-B3-111-m01	Financial Markets: Institutions and Regulation	10	NUM	69
12-M-BE-111-m01	Electronic Procurement	5	NUM	71
12-M-DMM-111-m01	DSGE Modelling	5	NUM	73
12-M-DWT-111-m01	Economic Dynamics	5	NUM	76
12-M-EFP-111-m01	European Public Finance	5	NUM	77
12-M-EG1-111-m01	European Monetary Policy - Closed Economy	5	NUM	79
12-M-EG2-111-m01	European Monetary Policy - Open Economy	5	NUM	8:
12-M-EGF-111-m01	Empirical Research in Entrepreneurship and Management	5	NUM	83
12-M-EMP-111-m01	European Macroeconomic Policy	5	NUM	8
12-M-EPF-111-m01	Empirical HR Research	5	NUM	87
12-M-ER-111-m01	Advanced Financial Accounting (German GAAP, IFRS)	5	NUM	89
12-M-EW-111-m01	Common European Labor Market	5	NUM	93
12-M-EWS-111-m01	European Economic Statistics	5	NUM	93
12-M-F1-111-m01	Policy of Taxation	5	NUM	94
12-M-F2-111-m01	Public Debt	5	NUM	96
12-M-F3-111-m01	Social Insurance and the Welfare State	5	NUM	98
12-M-FMO-111-m01	Analysis of Financial Market Data	5	NUM	10
12-M-HRM-111-m01	Human Resource Management and Industrial Relations	5	NUM	10
12-M-INST-111-m01	Instruments of Strategic Controlling	5	NUM	11
12-M-KOBO-111-m01	Coordination, Budgeting and Incentives in Enterprises	5	NUM	11
12-M-LA-111-m01	Lot Sizing and Scheduling	5	NUM	11
12-MM-111-m01	Management Methods	5	NUM	11
12-M-MIK-111-m01	Microeconometrics	5	NUM	11
12-M-MM-111-m01	Marketing & Brand Management	5	NUM	12
12-M-MNE-111-m01	Multinational Enterprises	5	NUM	12
12-M-MS-111-m01	Strategic Networks in Industry	5	NUM	12
12-M-MWT-111-m01	Strategic Management of Innovation and Growth	5	NUM	12
12-M-NGM-111-m01	Applied General Equilibrium Models	5	NUM	12
12-M-NUF-111-m01	Management of Corporate Sustainability	5	NUM	13
12-M-OE1-111-m01	Econometrics 1	5	NUM	13
12-M-OE2-111-m01	Econometrics 2	5	NUM	13
12-M-OE3-111-m01	Econometrics 3	5	NUM	13
12-M-OEA-111-m01	Labor Market Economics	5	NUM	13
12-M-PRE-111-m01	Principles of European Regulation	5	NUM	14
12-M-PROM-111-mo1	Project Management and Controlling	5	NUM	14
12-M-QWP-111-m01	Quantitative Economic Policy	-	NUM	
12-M-QWF-111-m01 12-M-REKA-111-m01	Accounting and Capital Markets	5	NUM	14
12-M-SBM-111-m01	Strategic Supply Management	5	NUM	14 14
12-M-SBM-111-M01 12-M-SP-111-m01	Economics of Tax Planning	5	NUM	
	-	5		15
12-M-SPM-111-m01	Strategic Production Management	5	NUM	15
12-M-SPÜ-111-mo1	Topics in Labor Market Economics and Social Policy	5	NUM	15
12-M-Tl1-111-m01	Theory of Industrial Organization 1	5	NUM	15
12-M-Tl2-111-m01	Theory of Industrial Organization 2	5	NUM	15
12-M-TIT-111-m01	Topics in International Trade Theory of Social Policy	5	NUM NUM	15
12-M-TSP-111-m01		5		16

12-M-WPE-111-m01	European Competition Policy	5	NUM	162			
12-M-WPF-111-m01	Advanced Auditing	5	NUM	164			
12-PSM-111-m01	Process and System Modelling	5	NUM	166			
12-RM-KS-111-m01	Risk Management - Concepts and Systems	5	NUM	168			
12-M-F4-111-m01	Optimal Tax Theory	5	NUM	100			
12-M-STB-111-m01	Tax Accounting	5	NUM	154			
12-MFO-111-m01	Management and Leadership in Organizations	5	NUM	104			
12-GPU-072-m01	Business Processes in different Lines of Business	5	NUM	51			
12-M-DSS-102-m01	Decision Support Systems	5	NUM	74			
12-M-IBS-102-m01	Internet-Based Systems	5	NUM	107			
12-M-ISR-102-m01	Information Systems Research	5	NUM	112			
Thesis (30 ECTS credits)							
04-CE-MA-082-m01	Master-Thesis Chinese and Economics	30	NUM	30			

Module title

Abbreviation

Introduction	to China's Economy		04-CBE-1-122-m01			
Module coor	dinator		Module offered by			
holder of the	Chair of China Business a	nd Economics	Institute of East and	d South Asian Cultur	al Studies	
	nod of grading	Only after succ. com	pl. of module(s)			
6 num	erical grade					
Duration	Module level	Other prerequisites				
1 semester	graduate					
Contents						
German contents available but not translated yet. Das Modul führt in die beiden Bereiche Binnenwirtschaft Chinas und Außenwirtschaft Chinas ein. Im Mittelpunkt stehen die Entwicklungen der jüngeren Vergangenheit seit der Öffungs- und Reformpolitik der späten 70er Jahre,						
	e aber die Entwicklungen			ompolitik del spate	n 70er Janie,	
	rning outcomes					
	nded learning outcomes a	vailable but not trans	lated yet.			
sondere übe	nden erwerben einen fund r die Wirtschaftsordnung u	und die wirtschaftspo	litischen Bedingung	5		
	e Politik der Globalisierun	· ·	•			
	e, number of weekly conta					
component. • 04-CBI	comprises 2 module comp E-1-1-122: V (no informatio E-1-2-122: V (no informatio	n on SWS (weekly cor	ntact hours) and cou	rse language availat	ole)	
	ssessment (type, scope, la ition on whether module c			tion offered — if not	every seme-	
	in this module comprises stated otherwise, successf sments.					
 Assessment in module component o4-CBE-1-1-122: Chinas Economic Development and Reform 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: English Assessment in module component o4-CBE-1-2-122: China in the Global Economy 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: English 						
Allocation of places						
Additional information						
Workload						
worktoud						
Teaching cycle						
Teaching cy	Lle					
Referred to in LPO I (examination regulations for teaching-degree programmes)						
 Master's with 1 ma	jor Chinese and Economics	IMII Würzburg •	generated 26-Aug-2024 • exa	am reg. da-	page 7 / 169	
(2012)			(120 ECTS) Chinese and Econo	-	page / / 109	

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

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

Module title			Abbreviation		
Challenges o	f Economic Development i	in China		04-CBE-3-122-m01	
Module coord	dinator		Module offered by		
holder of the	Chair of China Business a	nd Economics	Institute of East and	d South Asian Cultural Studies	
	od of grading	Only after succ. con	npl. of module(s)		
6 nume	erical grade				
Duration	Module level	Other prerequisites			
1 semester	graduate				
Contents	Contents				
	ents available but not tran	·			
Herausforder	ungen und Entwicklungen	der Wirtschaftsentw	icklung Chinas. Im N	behandelt das Modul aktuelle Aittelpunkt des Interesses stehen r nachhaltigen Entwicklung	
			e sowie uie ridge de	r nachhaltigen Entwicklung.	
	rning outcomes	velleble bost of the	lata duret		
German inter	nded learning outcomes av	vailable but not trans	slated yet.		
Entwicklunge men Innovati	en einordnen und beurteile	en sowie die Folgen v	virtschaftlichen Hand	ninas kennen. Sie können neue delns abschätzen. Über die The- ungen in China und im Westen	
Courses (type	e, number of weekly conta	ct hours, language –	- if other than Germa	n)	
 o4-CBE 	has 2 components; inform -3-1-122: V (no informatio -3-2-122: S (no informatio	n on language and ni	umber of weekly con	tact hours available)	
	sessment (type, scope, la tion on whether module ca			tion offered — if not every seme-	
	has the following 2 assess ment components to pass			ise, students must pass all of	
 Assessment component to module component o4-CBE-3-1-122: China's National Innovation System 6 ECTS credits, method of grading: numerical grade written exams(approx. 60 minutes) or oral examination of on candidate eachen (approx. 15 minutes) Language of assessment: English Assessment component to module component o4-CBE-3-2-122: Challenges of Sustainable Development 3 ECTS credits, method of grading: numerical grade written exams(approx. 60 minutes) or oral examination of on candidate eachen (approx. 15 minutes) Language of assessment: English 					
Allocation of places					
Additional information					
Workload					
WOINDau					
Teaching cycle					
Referred to in	Referred to in LPO I (examination regulations for teaching-degree programmes)				

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

Module	e title				Abbreviation
Market	ts in Ch	ina 1			04-CBE-7-122-m01
Module coordinator				Module offered by	
holder of the Chair of China Business and Economics			nd Economics	Institute of East and	d South Asian Cultural Studies
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
6	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ster	graduate			
Conten					
Die Ser dem W	minare 'eltmarl		gen sich mit den Cha rungssystemen chine	esischer Unternehme	n chinesischer Unternehmen auf en. Anhand ausgesuchter Firmen
Intend	ed lear	ning outcomes			
Die Stu markt v	ıdieren wie auf	ded learning outcomes av den kennen die spezifisc dem Weltmarkt. Sie könr , number of weekly conta	hen Bedingungen chi nen die Wirtschaftskra	nesischer Unterneh aft einzelner Unterne	
 This module comprises 2 module components. Information on courses will be listed separately for each module component. 04-CBE-7-1-122: V (no information on SWS (weekly contact hours) and course language available) 04-CBE-7-2-122: V (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) Assessment in this module comprises the assessments in the individual module components as specified be- 					
 low. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments. Assessment in module component o4-CBE-7-1-122: Business and Finance 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: English Assessment in module component o4-CBE-7-2-122: Chinas Firms in Global Markets 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: English 					
Allocation of places					
Additio	onal inf	ormation			
Worklo	ad				
Teaching cycle					
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Referre			tations for teaching-t		

Module title			Abbreviation			
Markets in China 2 04-CBE-8-122-mo1						
Modul	e coord	inator		Module offered by		
holder	of the (Chair of China Business	and Economics	Institute of East and	d South Asian Cultur	al Studies
ECTS		od of grading	Only after succ. con	npl. of module(s)		
6	nume	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conter						
Germa	German contents available but not translated yet.					
tingstra den au spektiv vorges	Die Vorlesungen dieses Moduls beschäftigen sich zum einen mit dem Konsumverhalten in China und den Marke- tingstrategien chinesischer und ausländischer Unternehmen auf dem chinesischen Markt und zum anderen mit den auf dem Weltmarkt agierenden chinesischen Unternehmen. Beide Vorlesungen ergänzen sich in ihrer Per- spektive. In beiden Vorlesungen werden Entwicklungen und Phänomene anhand ausgewählter Firmenbeispiele vorgestellt und analysiert.					
Intend	ed learı	ning outcomes				
Germa	n inten	ded learning outcomes	available but not trans	lated yet.		
für den	n chines	ischen Markt erkenner	mverhalten in China ur n, beurteilen und entwi en Bedingungen und St	ckeln. Sie kennen au		
Course	s (type	, number of weekly cor	tact hours, language –	- if other than Germa	n)	
compo • c • c	 This module comprises 2 module components. Information on courses will be listed separately for each module component. 04-CBE-7-2-122: V (no information on SWS (weekly contact hours) and course language available) 04-CBE-8-1-122: V (no information on SWS (weekly contact hours) and course language available) Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- 					
			can be chosen to earn			
low. Ur		ated otherwise, succes	s the assessments in t sful completion of the			
 Assessment in module component o4-CBE-7-2-122: Chinas Firms in Global Markets 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: English Assessment in module component o4-CBE-8-1-122: Consumerism and Marketing 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: English 						
Allocation of places						
Additional information						
Workload						
Teaching cycle						
Master's w (2012)	ith 1 majoi	Chinese and Economics		generated 26-Aug-2024 • exa (120 ECTS) Chinese and Econ	-	page 13 / 169

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

Module appears in

Master's with 1 major Chinese and Economics

(2012)

Module	e title				Abbreviation
Markets in China 3				04-CBE-9-122-m01	
Module coordinator				Module offered by	<u> </u>
holder	of the (Chair of China Business a	nd Economics	Institute of East and	d South Asian Cultural Studies
ECTS	Metho	od of grading	Only after succ. com	npl. of module(s)	
6	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
Die Vor	lesung		chinesischen und au		ehmen auf dem chinesischen
nanzma	arkt un				amit auch den chinesischen Fi- en auf das sich verändernde Kon-
Intende	ed leari	ning outcomes			
Germar	n inten	ded learning outcomes av	vailable but not trans	lated yet.	
Finanzr	narkt u		Reaktion auf die Kons	sumentennachfrage.	gen Unternehmen in Hinblick auf Sie können passende Finanzie-
Course	s (type	, number of weekly conta	ct hours, language —	- if other than Germa	n)
compo • o	nent. 4-CBE-	omprises 2 module comp 7-1-122: V (no information 8-1-122: V (no information	n on SWS (weekly coi	ntact hours) and cou	
Method	d of ass		nguage — if other tha	an German, examina	tion offered — if not every seme-
	less st	ated otherwise, successf			e components as specified be- successful completion of all indi-
		n module component o4- Method of grading: nume		ss and Finance	
• w • L	ritten e anguag	examination (approx. 60 r ge of assessment: English	ninutes) or oral exam		date each (approx. 15 minutes)
		n module component o4- Method of grading: nume		nerism and Marketin	g
 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: English 					
Allocation of places					
Additio	nal inf	ormation			
Workload					
Teaching cycle					
L					

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Module appears in

			Abbreviation			
Metho	dology	and Applied Analysis			04-CE-10-122-m01	
Module	e coord	nator		Module offered by		
holder	of the C	hair of China Busines	and Economics	Institute of East and	d South Asian Cultur	al Studies
ECTS		od of grading	Only after succ. con	npl. of module(s)		
4	nume	rical grade				
Duratio		Module level	Other prerequisites	i		
1 seme		graduate				
Conten						
Das Se den ins neten 1	German contents available but not translated yet. Das Seminar vermittelt grundlegende Kenntnisse zur Forschung im Bereich der Wirtschaft Chinas. Diskutiert wer- den insbesondere Fragen der Zuverlässigkeit von Daten und Statistiken. Die für die Forschung zu China geeig- neten Theorien werden vorgestellt und erprobt. Aktuellste Fragen werden diskutiert und ihre mögliche wissen- schaftliche Behandlung erprobt.					
		ing outcomes				
			available but not trans	slated vet		
Die Stu	dierend	len können wirtschaft:	swissenschaftliche The tiken abschätzen und (orien auf China anwe		ie Zuverläs-
Course	s (type,	number of weekly cor	itact hours, language –	- if other than Germa	n)	
 This module has 4 components; information on courses listed separately for each component. o4-CBE-4-1-122, and o4-CBE-4-2-122: S (no information on language and number of weekly contact hours available) o4-CBE-5-1-122, and o4-CBE-6-1-122: Ü (no information on language and number of weekly contact hours available) 						
			language — if other th can be chosen to earn		tion offered — if not	every seme-
			essment components. T one of the remaining t		as a whole students i	must pass
• 3 • v	; ECTS c vritten e	redits, numerical grad	o minutes) or oral exam	-		
 Assessment in module component o4-CBE-4-2-122: Hot Issues in Chinese Economics 1 ECTS credit, numerical grading presentation (approx. 15 minutes) Language of assessment: English Assessment in module component o4-CBE-5-1-122: Case Study Analysis 1, and in module component o4- 						
 CBE-6-1-122: Case Study Analysis 2 : 3 ECTS credits, numerical grading presentation (approx. 30 minutes) Language of assessment: English 						
Allocation of places						
Additional information						
Workload						
Master's w (2012)	ith 1 major	Chinese and Economics	-	generated 26-Aug-2024 • ex (120 ECTS) Chinese and Econ	-	page 17 / 169

Teaching cycle

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

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Module appears in

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

Modern Chinese 1 04-CE-1-122-m01 Module coordinator Module offered by holder of the Chair of China Business and Economics Institute of East and South Asian Cultural Studie ECTS Method of grading Only after succ. compl. of module(s) 18 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents German contents available but not translated yet. Grundlagen der chinesischen Sprache in gesprochener und schriftlicher Form. Systematische Einführung mit tensivem Einüben in die chinesische Phonetik, Tonologie, Syntax und Orthographie. Intended learning outcomes German intended learning outcomes available but not translated yet. Ausbau der syntaktischen Grundlagen und Aufbau des Wortschatzes auf ca. 500 Vokabeln. Die Studierenden sind in der Lage, erste eigene Texte zu verfassen. Courses (type, number of weekly contact hours, language — if other than German) This module comprises 2 module components. Information on courses will be listed separately for each mod component. • 04-CE-1-1-2122: Ü (no information on SWS (weekly contact hours) and course language available) • 04-CE-1-1-2122: Ü (no information on SWS (weekly contact hours) and course language available) • 04-CE-1-2-1222: Ü (no information on SWS (weekly contact hours) and course language available)	in- 1 ule				
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• 9 ECTS, Method of grading: numerical grade	`				
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Assessment in module component o4-CE-1-2-122: Modern Chinese 1					
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04-CE-1-1 is a prerequisite for participation in module component 04-CE-1-1.					
Allocation of places					
Additional information					
Workload					
Teaching cycle					
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Master's with 1 major Chinese and Economics JMU Würzburg • generated 26-Aug-2024 • exam. reg. da-					
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Module appears in

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

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

Commercial Chinese 04-CE-4:122:m01 Module cort he Chain of China Business and Economics Institute of East and South Asian Cultural Studies ECTS Method of grading Only after succ. comp. of module(s) Immerical grade - Duration Module level Other prerequisites Isemester graduate - Contents - - Contents graduate - Contents - - Contents graduate - Contents - - Das Semester an der Peking-Universität, das von hiesigen Lehrkräften koordiniert, evaluiert und begleitet wird, dient insgesamt der Intensivering off Sprachausbildung sowie der Aktivierung der sprachliche Komperlenz in allen Felder auf eine briet Basis zu stellen. Eine Verflegn gerfolgt durch das Erschließen des Sprachbereichs Wirtschaft, der in einem praxisnahen Unterricht auch konkret eingeübt werden soll. Intended learning outcomes available but not translated yet. Selbstständiges Verfassen von Aufsätzen (ca. 1000 Zeichen), souveräner Umgang mit sprachlichen Situationen aus dem Wirtschaftsleben. Courses (type, number of weekly contact hours, language – if other than German) I (no information on SWS (weekly contact hours) and course language available) Method of assessment (hype, scope, language – if other than German, examination offered – if not eve	Module title					Abbreviation	
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Module appears in Master's degree (1 major) Chinese and Economics (2014)	Teaching cycle						
Module appears in Master's degree (1 major) Chinese and Economics (2014)							
Master's degree (1 major) Chinese and Economics (2014)	Referred to in LPO I (examination regulations for teaching-degree programmes)						
Master's degree (1 major) Chinese and Economics (2014)							
	Module	Module appears in					
Masteria desus (, maisr) Chinese and Fernemics (acto)	Master	s degre	ee (1 major) Chinese and	Economics (2014)			
Master's degree (1 major) Chinese and Economics (2012)	Master	s degre	ee (1 major) Chinese and	Economics (2012)			

Module					Abbreviation		
Conter	Contemporary History and Political System of the PRC 04-CE-5-122-mo1						
Module	e coord	inator		Module offered by			
holder	of the (Chair of Contemporary Ch	inese Studies	Institute of East an	d South Asian Cultural Studies		
ECTS		od of grading	Only after succ. com	pl. of module(s)			
6	L	rical grade					
Duratio		Module level	Other prerequisites				
1 seme		graduate					
Conten	ts						
Germar	ו conte	nts available but not trar	islated yet.				
	e (ab 1	989 bis zur Gegenwart). I			na sowie über die neueste Ge- rege, Personen und Programme		
Intende	ed learı	ning outcomes					
Germar	n inten	ded learning outcomes av	vailable but not trans	lated yet.			
					olitischen und sozialen Bedingun- n Zusammenhang einordnen.		
Course	s (type	, number of weekly conta	ct hours, language –	· if other than Germa	an)		
 This module comprises 2 module components. Information on courses will be listed separately for each module component. 04-CE-5-1-122: V (no information on SWS (weekly contact hours) and course language available) 04-CE-5-2-122: V (no information on SWS (weekly contact hours) and course language available) 							
		essment (type, scope, la on on whether module ca			ation offered — if not every seme-		
	less st	ated otherwise, successf			le components as specified be- successful completion of all indi-		
• 3 • w	ECTS, /ritten e	Method of grading: nume examination (approx. 60 r	erical grade minutes) or oral exam		olitical System of the PRC idate each (approx. 15 minutes)		
 Language of assessment: English Assessment in module component o4-CE-5-2-122: People's Republic of China 2 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) 							
		ge of assessment: English					
Allocation of places							
Additional information							
Workload							
Teaching cycle							
	. <u></u>	•					
Referro	d to in	IPOL (examination room	lations for teaching	lagrae programmee			
Referred to in LPO I (examination regulations for teaching-degree programmes)							

Module appears in

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

	Module title Abbreviation						
	Chinese and Commerce 1 04-CE-6-122-m01						
Module	e coord	inator		Module offered by			
holder	of the C	Chair of China Business a	nd Economics	Institute of East and	l South Asian Cultural Studies		
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)			
4	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
Währer	nd des /		er Peking-Universität		erenden eine Vorlesung eines lie chinesische wissenschaftli-		
che Pei lesung:	rspektiv sinhalte	/e kennen. In der Regel fa	allen die Themen in d eu eine Lehrveransta	en Bereich der Betrie Itung ausgewählt we	ebswirtschaft. Die konkreten Vor- rden muss. Hierfür arbeiten das		
Intende	ed learr	ning outcomes					
Germai	n intend	ded learning outcomes av	vailable but not trans	lated yet.			
knüpfe	n Konta		schaftswissenschaft		und Arbeitsweisen kennen. Sie rbeitsbedingungen der chinesi-		
Course	s (type.	, number of weekly conta	ct hours, language —	if other than Germa	n)		
	-	ion on SWS (weekly cont					
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-		
		nation (approx. 90 minuto ssessment: English	es) or oral examinatio	on of one candidate	each (approx. 25 minutes)		
Allocation of places							
Additio	nal inf	ormation					
Workload							
Teaching cycle							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module appears in							
		ee (1 major) Chinese and	Economics (2014)				
		ee (1 major) Chinese and					

Module title					Abbreviation	
Chines	Chinese and Commerce 2 04-CE-7-122-mo1					
Module	e coord	inator		Module offered by		
holder	of the (Chair of China Business a	nd Economics	Institute of East and	d South Asian Cultural Studies	
ECTS		od of grading	Only after succ. com	pl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
Germai	n conte	nts available but not trar	islated yet.			
nesisch Perspe wählte ten Ser	nen Wir ktive ke Fallbei ninarin	tschaftswissenschaftlers ennen. In der Regel fallen spiele. Besuche bei chin	in englischer Sprach die Themen in den E esischen Unternehme ch neu eine Lehrvera	ne. Sie lernen so die Bereich der Betriebsv en vor Ort können Te nstaltung ausgewäh	erenden ein Seminar eines chi- chinesische wissenschaftliche virtschaft und behandeln ausge- il des Seminars sein. Die konkre- lt werden muss. Hierfür arbeiten sammen.	
		ning outcomes				
		ded learning outcomes av	vailable but not trans	lated vet.		
schen I	Kollege		ungslandschaft. Sie e		Sie knüpfen Kontakt zu chinesi- t mit chinesischen Wirtschafts-	
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
S (no ir	nformat	ion on SWS (weekly cont	act hours) and cours	e language available	2)	
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
		nation (approx. 90 minut ssessment: English	es) or oral examinatio	on of one candidate	each (approx. 25 minutes)	
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Workload						
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
			Fronomics (2014)			
	Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012)					

Module title Abbreviation							
	Chinese and Commerce 3 04-CE-8-122-mo1						
Module	e coord	inator		Module offered by			
holder	of the C	Chair of China Business a	nd Economics	Institute of East and	South Asian Cultural Studies		
ECTS		od of grading	Only after succ. com	pl. of module(s)			
4	<u> </u>	rical grade					
Duratio		Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
Währer chinesi	nd des / ischen \	Wirtschaftswissenschaftl	er Peking-Universität ers in englischer Spra	ache. Sie lernen so d	erenden eine Vorlesung eines lie chinesische wissenschaftli- ebswirtschaft. Die konkreten Vor-		
		e wechseln, da jährlich ne E und der Lehrstuhl für Ch			rden muss. Hierfür arbeiten das nen.		
		ning outcomes		0			
		ded learning outcomes av	vailable but not trans	lated yet.			
knüpfe	n Konta		schaftswissenschaft		und Arbeitsweisen kennen. Sie rbeitsbedingungen der chinesi-		
		, number of weekly conta		if other than Germa	n)		
		ion on SWS (weekly cont					
Metho	d of ass		nguage — if other tha	an German, examina	tion offered — if not every seme-		
written	examir				each (approx. 25 minutes)		
Allocat	. –						
Additional information							
Workload							
	Workload						
Teaching cycle							
Peferred to in LDO L (evamination regulations for teaching degree programmed)							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
 Module appears in							
1		ee (1 major) Chinese and ee (1 major) Chinese and					

Module title					Abbreviation		
Chines	Chinese and Commerce 4 04-CE-9-122-mo1						
Modul	e coord	inator		Module offered by			
holder	of the (Chair of China Business a	nd Economics	Institute of East and	l South Asian Cultural Studies		
ECTS		od of grading	Only after succ. com	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ester	graduate					
Conter	nts						
		nts available but not tran					
nesisc Perspe wählte ten Sei	hen Wir ktive ko Fallbei minarin	tschaftswissenschaftlers ennen. In der Regel fallen spiele. Besuche bei chine	in englischer Sprach die Themen in den E esischen Unternehme ch neu eine Lehrvera	ne. Sie lernen so die Bereich der Betriebsv en vor Ort können Te nstaltung ausgewäh	erenden ein Seminar eines chi- chinesische wissenschaftliche virtschaft und behandeln ausge- il des Seminars sein. Die konkre- lt werden muss. Hierfür arbeiten sammen.		
Intend	ed lear	ning outcomes					
	-	ded learning outcomes av	vailable but not trans	lated vet.			
schen	Kollege		ungslandschaft. Sie e		Sie knüpfen Kontakt zu chinesi- t mit chinesischen Wirtschafts-		
Course	es (type	, number of weekly conta	ct hours, language —	- if other than Germa	n)		
S (no i	nformat	ion on SWS (weekly cont	act hours) and cours	e language available)		
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-		
		nation (approx. 90 minut ssessment: English	es) or oral examinatio	on of one candidate	each (approx. 25 minutes)		
Allocat	tion of p	olaces					
Additio	onal inf	ormation					
Worklo	bad						
Teaching cycle							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Modul	e appea	urs in					
		ee (1 major) Chinese and	Economics (2014)				
	Master's degree (1 major) Chinese and Economics (2012)						

Module	Module title Abbreviation						
Master	Master-Thesis Chinese and Economics 04-CE-MA-082-mo1						
Module	e coord	inator		Module offered by			
holder	of the C	Chair of China Business a	nd Economics	Institute of East and	d South Asian Cultural Studies		
ECTS		od of grading	Only after succ. com	pl. of module(s)			
30	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
Germar	n conte	nts available but not tran	slated yet.				
Eigenst	ändige	Bearbeitung einer wisse	nschaftlichen Frages	tellung, Anfertigung	einer Master-Arbeit.		
Intende	ed learn	ning outcomes					
Germar	n intend	ded learning outcomes av	ailable but not trans	lated yet.			
selbsts und Me	tändig thoder	zu verfassen (Beschreibu n einschließlich zugehöri	ung und Analyse der I ger Literaturrecherch	Fragestellung unter E e).	inem gesetzten Zeitrahmen Einbeziehung geeigneter Theorien		
		number of weekly conta					
		ion on SWS (weekly cont					
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-		
written	thesis	(approx. 80 pages, appro	ox. 30,000 words)				
Allocat	ion of p	olaces					
Additio	nal inf	ormation					
Workload							
Teaching cycle							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module	Module appears in						
	-	ee (1 major) Chinese and					
Master	Master's degree (1 major) Chinese and Economics (2012)						

(2012)

Transformation in Contemporary China 1 04-TCC1-122-m01 Module coordinator Module offered by holder of the Chair of Contemporary Chinese Studies Institute of East and South Asian Cultural Stud ECTS Method of grading Only after succ. compl. of module(s) 6 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents German contents available but not translated yet. Chinas Wiederaufstieg in der Weltwirtschaft und Weltpolitik ist eines der prägenden Phänomene des ausg den 20. und frühen 21. Jahrhunderts. Er begann mit der Einführung der Reform- und Öffnungspolitik Ende ot 1970er Jahre und ging mit tief greifenden Veränderungen in Staat, Wirtschaft und Gesellschaft Chinas einh Diese spannungsreichen Veränderungen stehen im Mittelpunkt des Moduls. Dabei werden anhand vertief Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen ver dener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. I zelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuell gänzungen erfolgen. Intended learning outcomes Intended learning outcomes						
holder of the Chair of Contemporary Chinese Studies Institute of East and South Asian Cultural Studies ECTS Method of grading Only after succ. compl. of module(s) 6 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents German contents available but not translated yet. Chinas Wiederaufstieg in der Weltwirtschaft und Weltpolitik ist eines der prägenden Phänomene des ausg den 20. und frühen 21. Jahrhunderts. Er begann mit der Einführung der Reform- und Öffnungspolitik Ende of 1970er Jahre und ging mit tief greifenden Veränderungen in Staat, Wirtschaft und Gesellschaft Chinas einh Diese spannungsreichen Veränderungen stehen im Mittelpunkt des Moduls. Dabei werden anhand vertief Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen ver dener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. I zelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuell gänzungen erfolgen. Intended learning outcomes						
ECTS Method of grading Only after succ. compl. of module(s) 6 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents German contents available but not translated yet. Chinas Wiederaufstieg in der Weltwirtschaft und Weltpolitik ist eines der prägenden Phänomene des ausg den 20. und frühen 21. Jahrhunderts. Er begann mit der Einführung der Reform- und Öffnungspolitik Ende of 1970er Jahre und ging mit tief greifenden Veränderungen in Staat, Wirtschaft und Gesellschaft Chinas einh Diese spannungsreichen Veränderungen stehen im Mittelpunkt des Moduls. Dabei werden anhand vertief Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen versidener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. I zelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuell gänzungen erfolgen. Intended learning outcomes Intended learning outcomes						
6 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents Contents German contents available but not translated yet. Chinas Wiederaufstieg in der Weltwirtschaft und Weltpolitik ist eines der prägenden Phänomene des ausg den 20. und frühen 21. Jahrhunderts. Er begann mit der Einführung der Reform- und Öffnungspolitik Ende of 1970er Jahre und ging mit tief greifenden Veränderungen in Staat, Wirtschaft und Gesellschaft Chinas einh Diese spannungsreichen Veränderungen stehen im Mittelpunkt des Moduls. Dabei werden anhand vertief Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen ver dener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. I zelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuell gänzungen erfolgen. Intended learning outcomes						
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1 semester graduate Contents						
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gänzungen erfolgen. Intended learning outcomes						
German intended learning outcomes available but not translated yet.						
Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theore- tische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden er- werben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kri- tischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenma- terial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer Verbindungen zu verdeutlichen.						
Courses (type, number of weekly contact hours, language — if other than German)						
 This module comprises 2 module components. Information on courses will be listed separately for each m component. o4-TCC1-1-122: S (no information on SWS (weekly contact hours) and course language available) 						
• 04-TCC1-2-122: S (no information on SWS (weekly contact hours) and course language available)						
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)						
Assessment in this module comprises the assessments in the individual module components as specified be- low. Unless stated otherwise, successful completion of the module will require successful completion of all indi- vidual assessments.						
 Assessment in module component o4-TCC1-1-122: Contemporary Politics in Transformation 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: English Assessment in module component o4-TCC1-2-122: Contemporary Society in Transformation 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Assessment in module component o4-TCC1-2-122: Contemporary Society in Transformation 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: English 						

Allocation of places

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Module	Module title Abbreviation					
Transformation in Contemporary China 2					04-TCC2-122-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of Contemporary Ch	inese Studies		d South Asian Cultural Studies	
ECTS		od of grading	Only after succ. con			
6	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
Germa	n conte	nts available but not trar	islated yet.			
Chinas Wiederaufstieg in der Weltwirtschaft und Weltpolitik ist eines der prägenden Phänomene des ausgehen- den 20. und frühen 21. Jahrhunderts. Er begann mit der Einführung der Reform- und Öffnungspolitik Ende der 1970er Jahre und ging mit tief greifenden Veränderungen in Staat, Wirtschaft und Gesellschaft Chinas einher. Diese spannungsreichen Veränderungen stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefender Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen verschie- dener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. Im Ein- zelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle Er- gänzungen erfolgen.						
Germa	n inten	ded learning outcomes av	vailable but not trans	lated vet.		
Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theore- tische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden er- werben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kri- tischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenma- terial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer Verbindungen zu verdeutlichen.						
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
compo • c	nent. 04-TCC2	2-1-122: S (no information	on SWS (weekly con	tact hours) and cour		
		2-2-122: S (no information				
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
Assessment in this module comprises the assessments in the individual module components as specified be- low. Unless stated otherwise, successful completion of the module will require successful completion of all indi- vidual assessments.						
 Assessment in module component o4-TCC2-1-122: Political Economy in Transformation 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: English Assessment in module component o4-TCC2-2-122: Societal Modernism and the Transformation of Arts 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) 4 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: English 						

Allocation of places

Additional information

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Workload

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Teaching cycle

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

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Module appears in

(2012)

den 20. und frühen 21. Jahrhunderts. Er begann mit der Einführung der Reform- und Öffnungspolitik Ende der 1970er Jahre und ging mit tief greifenden Veränderungen in Staat, Wirtschaft und Gesellschaft Chinas einher. Diese spannungsreichen Veränderungen stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefenc Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen Interaktionen versch dener Faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. Im f zelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle E gänzungen erfolgen. Intended learning outcomes German intended learning outcomes available but not translated yet. Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theo tische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden werben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur tischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenm terial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlent. Dabei steht au immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretisci Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinä Verbindungen zu verdeutlichen. Courses (type, number of weekly contact hours, language — if other than German) This module comprises 2 module components. Information on courses will be listed separately for each modu component. • 04-TCC2-1-122: S (no information on SWS (weekly contact hours) and course language available) • 04-TCC2-1-122: S (no information on SWS (weekly contact hours) and course language available) • 04-TCC2-1-122: S (no information	Module title					Abbreviation	
Inder of the Chair of Contemporary Chinese Studies Institute of East and South Asian Cultural Studies ECTS Method of grading Only after succ. compl. of module(s) 6 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents German contents available but not translated yet. Chinas Wiederaufstieg in der Weltwirtschaft und Weltpolitik ist eines der prägenden Phänomene des ausgeht den 20. und fühen 21. Jahrhunderts. Er begann mit der Einführung der Reform- und Öffnungspolitik Ende der 1970er Jahre und ging mit leif greifenden Veränderungen in Staat, Wirtschaft und Gesellschaft Chinas einher. Diese spannungsreichen Veränderungen stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefend zeinen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Porschung einzuführen. Im zelnen Apsekt des chineissichen Transformationsprozesses die komplexen Interaktionen versch dener faktoren und Felder herausgearbeitet, um die Studierenden in die aktuelle Forschung einzuführen. Im zelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen. Im Sine einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle gänzungen erfolgen. Intende learning outcomes German intendel learning outcomes available but not translated yet. Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theo tische Duebatten zu Chinas Transformation w	Transfo	Transformation in Contemporary China 3 04-TCC3-122-m01					
ECTS Method of grading Only after succ. compl. of module(s) 6 numerical grade - Duration Module level Other prerequisites 1 semester graduate - Contents - - Contents - - Contents - - Contents - - German contents available but not translated yet. - Chinas Wiederaufstieg in der Weltwirtschaft und Weltpolitik ist eines der prägenden Phänomene des ausgehe den 20. und frühen 21. Jahrhunderts. Er begann mit der Einführung der Reform- und Öffungspolitik Ende der 1970er Jahre und ging mit tiff greifenden Veränderungen in Staat, Wirtschaft und Gesellschaft Chinas einher. Diese spannungsreichen Veränderungen stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefenc Analysen einzelner Aspekte des chinesischen Transformationsprozesses die komplexen interaktionen versch dener faktronen und Fielder herausgearbeitett, un die Studierenden in die aktuelle Forschung einzuffuhren. Im fazelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung können durch ausländische Gastprofessoren/-innen aktuelle E giänzungen erfolgen. Intended learning outcomes - - German intended learning outcomes available but not translated yet. -	Module	e coord	inator		Module offered by		
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Allocation of places

Additional information

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Workload

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Teaching cycle

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

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Module appears in

Module title Abbreviation					
Transformation in Contemporary China 4				04-TCC4-122-m01	
Module	e coordinator		Module offered by		
holder	of the Chair of Contemporary	Chinese Studies	· · ·	d South Asian Cultur	al Studies
ECTS	Method of grading	Only after succ. cor			
6	numerical grade				
Duratio	on Module level	Other prerequisites	;		
1 seme	ster graduate				
Conten	ts				
German contents available but not translated yet. Die spannungsreichen gesellschaftlichen Veränderungen seit den späten 1970er Jahren stehen im Mittelpunkt des Moduls. Dabei werden anhand vertiefender Analysen einzelner Aspekte des chinesischen Transformations- prozesses die komplexen Interaktionen verschiedener Faktoren und Felder herausgearbeitet, um die Studieren- den in die aktuelle Forschung einzuführen. Im Einzelnen werden gesellschaftliche, politische und wirtschaftliche sowie kulturelle und kunstpolitische Perspektiven aufgegriffen. Im Sinne einer Intensivierung und Aktualisierung					
	n durch ausländische Gastpro				Readistering
Intend	ed learning outcomes				
Germa	n intended learning outcomes	available but not trans	slated yet.		
tische werber tischer terial u immer Ansätz	Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theore- tische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden er- werben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kri- tischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenma- terial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer				
	dungen zu verdeutlichen. •s (type, number of weekly cor	itact hours, language -	- if other than Germa	an)	
This mo compo • c	odule comprises 2 module co	mponents. Information on on SWS (weekly cor	on courses will be lintact hours) and cour	sted separately for e rse language availab	le)
	d of assessment (type, scope, formation on whether module			ition offered — if not	every seme-
low. Ur	ment in this module comprise nless stated otherwise, succes assessments.				
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Allocation of places					
Additio	onal information				
	······				
Master's w (2012)	ith 1 major Chinese and Economics		generated 26-Aug-2024 • ex (120 ECTS) Chinese and Ecor		page 37 / 169

Teaching cycle

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

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Module appears in

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

Module	<u>e title</u>				Abbreviation	
Transformation in Contemporary China 5				04-TCC5-122-m01		
Module coordinator				Module offered by		
holder of the Chair of Contemporary Chinese Studies			Chinese Studies	Institute of East and South Asian Cultural Studies		
ECTS		od of grading	Only after succ. cor	npl. of module(s)		
6		rical grade				
Duratio		Module level	Other prerequisites	;		
1 seme		graduate				
Conten		nts available but not tr				
bei wer komple elle For relle ur	rden ar exen In rschung nd kuns	hand vertiefender Ana teraktionen verschiede g einzuführen. Im Einze stpolitischen Perspektiv	eränderungen seit den lysen einzelner Aspekt ener Faktoren und Felde elnen werden gesellsch ven aufgegriffen. Im Sin n/-innen aktuelle Ergän	e des chinesischen T er herausgearbeitet, u aftliche, politische u nne einer Intensivier	ransformationsproz um die Studierender nd wirtschaftliche s	esses die 1 in die aktu- owie kultu-
Intend	ed lear	ning outcomes				
tische werber tischer terial u immer Ansätz	Debatte n durch n und k nd die die me e im Ze	en zu Chinas Transform wissenschaftliche Aus ompetenten Bewertung Abfassung wissenscha thodische Frage nach Z	rtes Wissen über China nation werden dabei na wertung zeitgenössisc g von Zusammenhänge Iftlicher Arbeiten wird s Zugängen, Datenmateri renden Stärken und Scl	chvollzogen und dur her Primär- und Seku n des Themenbereic ystematisch erarbeit al und Aussagefähig	chleuchtet. Die Stuc Indärquellen die Fäh hs. Der Umgang mit ret und erlernt. Dabe keit verschiedener t	dierenden er- nigkeit zur kri Quellenma- ei steht auch heoretischer
			ntact hours, language –	- if other than Germa	ın)	
This mo compo • c	odule c nent. 04-TCC1	omprises 2 module co -1-122: S (no informatio	mponents. Information on on SWS (weekly con ion on SWS (weekly con	on courses will be li tact hours) and cour	sted separately for e se language availab	le)
Metho	d of ass	sessment (type, scope,	language — if other th can be chosen to earn	an German, examina		
	nless st	ated otherwise, succes	es the assessments in t ssful completion of the			
• 3 • v • L Assess • 3 • v	ECTS, vritten anguas ment i ECTS, vritten	Method of grading: nur examination (approx. 6 ge of assessment: Engl n module component o Method of grading: nur	o minutes) or oral exam ish 9 4-TCC2-2-122: Societa merical grade o minutes) or oral exam	nination of one candio	date each (approx. 1 Transformation of A	Arts
Allocat	ion of	olaces				
Additio	onal inf	ormation				
Master's w 2012)	ith 1 majo	r Chinese and Economics		generated 26-Aug-2024 • ex (120 ECTS) Chinese and Econ		page 39 / 169
2012)			ta recoru master	(120 LCIS) Chillese allu ECOII	011103 - 2012	

Teaching cycle

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

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Module appears in

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

Module title			Abbreviation			
Transf	Transformation in Contemporary China 6 04-TCC6-122-m01					
Modul	e coord	inator		Module offered by	<u> </u>	
holder	of the (Chair of Contemporary	Chinese Studies	Institute of East and	d South Asian Cultur	al Studies
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
6	nume	rical grade				
Duratio		Module level	Other prerequisites	i		
1 seme		graduate				
Conter						
Germa	n conte	nts available but not tr	anslated yet.			
Moduls zesses in die a wie ku	s. Dabe die kor aktuelle Iturelle	i werden anhand vertie nplexen Interaktionen Forschung einzuführe Perspektiven aufgegrif	sozialen Veränderunge efender Analysen einze verschiedener Faktore n. Im Einzelnen werder fen. Im Sinne einer Inte elle Ergänzungen erfolg	Iner Aspekte des chi n und Felder herausg n gesellschaftliche, p ensivierung und Aktu	nesischen Transform gearbeitet, um die St olitische und wirtscl	nationspro- udierenden haftliche so-
Intend	ed learr	ning outcomes				
Germa	n intend	ded learning outcomes	available but not trans	slated yet.		
tische werber tischer terial u immer	Die Studierenden erwerben detailliertes Wissen über Chinas Veränderungen in den letzten Jahrzehnten. Theore- tische Debatten zu Chinas Transformation werden dabei nachvollzogen und durchleuchtet. Die Studierenden er- werben durch wissenschaftliche Auswertung zeitgenössischer Primär- und Sekundärquellen die Fähigkeit zur kri- tischen und kompetenten Bewertung von Zusammenhängen des Themenbereichs. Der Umgang mit Quellenma- terial und die Abfassung wissenschaftlicher Arbeiten wird systematisch erarbeitet und erlernt. Dabei steht auch immer die methodische Frage nach Zugängen, Datenmaterial und Aussagefähigkeit verschiedener theoretischer Ansätze im Zentrum, um den Studierenden Stärken und Schwächen, aber auch die Möglichkeit interdisziplinärer					lierenden er- igkeit zur kri- Quellenma- i steht auch heoretischer
			itact hours, language –	- if other than Germa	ın)	
This m compo • c	odule c nent. 04-TCC1	omprises 2 module con- -2-122: S (no informati	mponents. Information on on SWS (weekly cor on on SWS (weekly cor	on courses will be li itact hours) and cour	sted separately for e rse language availab	le)
			language — if other th can be chosen to earn		tion offered — if not	every seme-
low. Ur		ated otherwise, succes	es the assessments in t soful completion of the			
 Assessment in module component 04-TCC1-2-122: Contemporary Society in Transformation 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: English Assessment in module component 04-TCC2-1-122: Political Economy in Transformation 3 ECTS, Method of grading: numerical grade written examination (approx. 60 minutes) or oral examination of one candidate each (approx. 15 minutes) Language of assessment: English 						
Allocation of places						
Additio	onal info	ormation				
Master's w (2012)	ith 1 major	Chinese and Economics	-	generated 26-Aug-2024 • ex (120 ECTS) Chinese and Econ	-	page 41 / 169

Teaching cycle

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

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Module appears in

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

Module title					Abbreviation
Adaption and Continuous System Engineering					12-ACSE-111-m01
Module	coord	inator		Module offered by	
		Chair of Business Manage	ement and Business	Faculty of Business	Management and Economics
Informa					
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5		rical grade			
Duratio		Module level	Other prerequisites		
1 semes	ster	graduate			
Conten	ts				
Business Suite: The constantly changing environment with its organisational and IT-oriented developments forces companies to adapt their standard business software solutions. With the help of dynamic adaptation (Continuous System Engineering), this process of change can be supported effectively and efficiently. This module discusses both the systematic implementation of adaptation steps (so-called customising) using the example of the mySAP Business Suite and the concept of Continuous System Engineering using various practical examples. Business Apps: The course combines theory and practice in the area of cloud computing and ERP. Participants gain an insight into the architecture of the ByDesign platform and are presented with an opportunity to gain practical experience working with the corresponding software development kit. Content: - - Fundamentals of cloud computing - - Cloud business solutions - - Architecture of the SAP Business ByDesign platform - - Platform adaption and extensibility - - Basics of software development in SAP Cloud Applications Studio - - Hands-on SDK: independently designing and developing a demo app - Intended learning outcomes - Business Suite: Students learn about the various ways of adapting a standard business software solution to the special requirements of a company. They also develop a fundamental understanding of the dynamic adaptation of business software libraries. Based on selected examples from the SAP Business Suite that the acquired know-					
SAP Bu	siness	ByDesign platform. The i	ndependent planning	g, implementation ar	lopment at the example of the nd documentation of a business
		oortant core competencie			
		, number of weekly conta			
• 12	2-ACSE	as 2 components; inform -1-111: V + Ü (no informat -2-111: V + Ü (no informat	ion on language and	number of weekly co	ontact hours available)
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
This module has the following 2 assessment components. To pass the module as a whole students must pass one of the two assessment components.					
- , , ,					

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

Master's with 1 major Chinese and Economics	JMU Würzburg • generated 26-Aug-2024 • exam. reg. da-	page 43 / 169
(2012)	ta record Master (120 ECTS) Chinese and Economics - 2012	



Allocation of places

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

- 12-ACSE-1-111: Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master's students of Business Information Systems. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.
- 12-ACSE-2-111: Number of places: 10. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

Teaching cycle

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

Module appears in

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

Module title			Abbreviation				
Business Intelligence 12-BI-111-m01							
Module coordinator				Module offered by			
		Chair of Information Sys			Management and E	conomics	
ECTS		od of grading	Only after succ. compl. of module(s)				
5	L	rical grade					
Duratio		Module level	Other prerequisites				
		graduate					
Conten	is						
The cou	urse pro	ovides an overview of th	ne structure and applic	ations of analytical i	nformation systems	. A special fo-	
cus is c	on indiv	idual quantitative met	nods of data analysis.				
		for participation in this	module.				
	-	ning outcomes					
		ovides students with k	nowledge of:				
.,		ousing & OLAP Il application areas and	l methods of data anal	vsis			
		, number of weekly con		*	n)		
		mation on SWS (weekl					
		essment (type, scope,				avani sama-	
		on on whether module			lion onered — in not	every seme-	
a) writt	en exar	nination (approx. 60 m	inutes) or b) term pape	er (approx. 15 pages)			
Allocat	ion of p	olaces					
Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master's students of Business Information Systems. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.							
		ormation		· · · · · · · · · · · · · · · · · · ·			
Worklo	ad						
Teachi	ng cycl	9					
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module appears in							
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014)							
(2012)	an i majul	ennese and Economics	-	(120 ECTS) Chinese and Econ	-	page 45 / 169	

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

Module	e title				Abbreviation	
Adaptive Business Platforms 1					12-BSA-111-m01	
Module coordinator				Module offered by	<u> </u>	
holder	of the (Chair of Business Mana	gement and Business		Management and Economics	
Informa						
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio		Module level	Other prerequisites	i		
1 seme		graduate				
Conten						
nologie produc 1. be se 2. be o 3. addr 4. allov 5. be su These r Intende Be awa ons of sess th the nec Course V (no ir	es such t platfo ervices ffered a ress new v for a l upplem new bu ed learn these s te busin cessary s (type nformat	as cloud computing, b orms to software. They w based as a service in the cloud w classes of users and high degree of business ented by a broad offer siness service platform hing outcomes be big business product ystems in spite of the constrained of new IC organizational learning number of weekly constrained of the	ig data and mobility. T vill types of business espect adaptability and exte of partner add-ons sup s will play a key role in civity progress enabled ligital transformation of technologies. Unders g needed to leverage n tact hours, language – ntact hours) and cours	hese business service ecially in the service nsibility. porting accelerated the digital transform by BIS in the last 50 of the software indus tand the business de ew technology for bu - if other than Germa e language available	innovation. nation of the software industry years. Understand the limitati try ahead. Be able to critically emand for change. Understand usiness change management. n)	of as-
ster, in a) writt	formati en exa	on on whether module	can be chosen to earn 70 minutes) or b) writ	a bonus)	prox. 60 minutes) and manage	
Allocat		<u> </u>				
allocat lowing subject ta 2 (25 numbe proced ve mod ted nur	ed in a quotas t; amor 5% of p r of sub ure, ap lule wil mber of	standardised procedur : Quota 1 (50% of place og applicants with the s laces): number of subjo pject semesters, places plicants who already h l be given preferential of	e among all applicants es): total number of EC ame number of ECTS c ect semesters of the re will be allocated by lo ave successfully comp consideration. Places c	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo on all courses of the r	available places, places will be subjects according to the fol- hieved in the respective degre ces will be allocated by lot. Que among applicants with the sam acces): allocation by lot. In this odule component of the respect module component with a rest be maintained and places re-a	e o- ie :ti- ric-
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)		
	ith 1 majo	r Chinese and Economics	-	generated 26-Aug-2024 • ex		69
2012)			ta record Master	(120 ECTS) Chinese and Econ	omics - 2012	

Module appears in

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

Module	Module title Abbreviation							
Introdu	Introduction to Logistical Process Design 12-GLP-111-m01							
Module	e coord	inator		Module offered by				
holder Informa		Chair of Business Mana vstems	gement and Business	Faculty of Business	Management and E	conomics		
ECTS		od of grading	Only after succ. con	npl. of module(s)				
5		rical grade						
Duratio	ı	Module level	Other prerequisites					
1 seme		graduate						
Conten		5.000010						
ERP sv	stems ł	nave become key eleme	ents of successful com	panies. Business pro	cesses in companie	s can no lon-		
		ed without using such I						
		long time, but business						
		s module explains how	this issue could be res	olved as well as wha	at constraints and w	hat depen-		
		to be considered.						
Intende	ed lear	ning outcomes						
		ng this module, studer						
		t actual business proce	•					
		d selected problems in	the organization and d	esign of logistical bu	isiness processes a	nd work out		
solutio		design basic data stru	ctures and data flows o	f an EPD system.				
		lesss processes within		n an Liki System,				
		ne specifics of a certain		cess industry) when o	organizing business	processes;		
		ore business processes			0	,,		
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)			
		mation on SWS (weekl						
Metho	d of ass	sessment (type, scope,	language — if other tha	an German, examina	tion offered — if not	every seme-		
ster, in	formati	on on whether module	can be chosen to earn	a bonus)				
		mination (approx. 60 m	inutes) or b) term pape	er (approx. 15 pages)				
Allocat								
		ces: 20. Should the nu				· .		
		or Master's students of		, , ,				
		ber of available places, ^f their subjects accordii	•					
		y achieved in the respe	• • •		•			
		places will be allocate						
		cant; among applicant						
		5% of places): allocati						
pleted	at leas	t one module compone	nt of the respective mo	dule will be given pr	eferential considera	tion. (2) Pla-		
		rses of the module com				he same pro-		
cedure. (3) A waiting list will be maintained and places re-allocated as they become available.								
Additional information								
Workload								
Teaching cycle								
Referred to in LPO I (examination regulations for teaching-degree programmes)								
	ith 1 majo	r Chinese and Economics	_	generated 26-Aug-2024 • exa	-	page 49 / 169		
(2012)			ta record master	(120 ECTS) Chinese and Econ	011105 - 2012			

Module appears in

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

Module title			Abbreviation		
Business Processes in different Lines of Business 12-GPU-072-m01					
Module coord	inator		Module offered by		
holder of the (Information S	Chair of Business Manage	ement and Business	Faculty of Business	Management and E	conomics
	od of grading	Only after succ. con	pl. of module(s)		
	rical grade		• • • •		
Duration	Module level	Other prerequisites			
1 semester	graduate				
Contents					
Content: This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.					
2. Working wit	nformation systems: inte th standard business sof	tware			ation skills
3. Consulting in integrated information systems: project management, project organisation, presentation skills Description: The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes. If you would like to register for this course, please submit an application to the consultants (cover letter, CV, cer- tificates; please also specify your degree programme and student ID number).					
Intended lear	ning outcomes				
(i) understand (ii) understand	ing the course "Business I an ERP system in its dep d the interaction of busin usiness tasks and proces	oth; ess processes;		er participation in the	e practice
Courses (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
	rmation on SWS (weekly	·			
Method of ass	sessment (type, scope, la ion on whether module ca	nguage — if other th	an German, examina		every seme-
term paper (a	pprox. 20 pages) and pre	sentation (approx. 20	o minutes), weighted	2:1	
Allocation of	places				
Additional inf	ormation				
Workload					
Teaching cycle					
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module appears in					
Master's degr	ee (1 major) Economathe	matics (2011)			
Master's with 1 majo (2012)	r Chinese and Economics	_	generated 26-Aug-2024 • exa (120 ECTS) Chinese and Econ	-	page 51 / 169

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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

Module title			Abbreviation		
Information Systems Analysis and Design 12-IS-111-m01					
Module	e coord	inator		Module offered by	
holder (Informa		Chair of Business Manage /stems	ement and Business	Faculty of Business	Management and Economics
	í	od of grading	Only after succ. con	pl. of module(s)	
5		rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Contents					
(This course was discontinued and replaced by the course "IT-Management") Content: This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT manage- ment.					
Outline	of syll	abus:			
 Organisation and distinction IT strategy IT organisation Management of IT systems Enterprise Architecture Management IT project management IT security IT law IT controlling 					
- Tieme	yer: Ha	hmidt: Masterkurs IT-Maı ndbuch IT-Management, trategisches Managemen	Munich.		
		ning outcomes	<u> </u>		
After completing the course "IT Management", students will be able to 1. overview the different aspects to be considered regarding a purposeful IT management; 2. understand and apply appropriate methods and tools; 3. independently perform system search and selection in a team project (only after participation in the practice					
lesso					
		, number of weekly conta			
V + Ü (no information on SWS (weekly contact hours) and course language available)					
	Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)				
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)					
Allocation of places					
Additio	nal inf	ormation			

Teaching cycle

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

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Module appears in

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

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

Module title				Abbreviation			
Information Processing within Organizations				12-IU-111-m01			
Module	e coord	inator		Module offered by			
holder Informa		Chair of Business Mana ystems	gement and Business	Faculty of Business	Management and E	conomics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
This co manag Outline	Content: This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions. Outline of syllabus: 1. What is software: concepts, categories, application						
2. Softv 3. As-is 4. To-b 5. Obje 6. Char	ware lif analys e conce ct orier nge ma	e cycle: duration, phas sis: tasks, problems ept: system design, dat ntation: paradigm shift nagement: meaning, m nation: tasks, areas of	es, steps a design, dialog desigi ethodologies, project i				
Intende	ed lear	ning outcomes					
(ii) ass ments, (iii) sel (with p (iv) und	ess the which ect the articipa derstan	the importance of interprogress of development brings a software imple correct procedures or pation in the exercise); d the importance of characteristic applications.	ent of a software projec ementation with; practices in an as-is an	t, estimate cycle cos alysis and target con	ts, know and consid	ally apply	
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)		
V + Ü (r	no infoi	mation on SWS (weekl	y contact hours) and co	ourse language avail	able)		
		sessment (type, scope, on on whether module			tion offered — if not	every seme-	
a) writt	en exa	mination (approx. 60 m	inutes) or b) term pape	er (approx. 15 pages)			
Allocat	ion of j	olaces					
Additio	onal inf	ormation					
Worklo	ad						
Teachi	ng cycl	۵					
	SUJU						
Poforro	d to in	LPOI (examination reg		dogroo programmac)			
Referre				regree programmes)			
Madul		rc in					
Module			omatics (2011)				
		ee (1 major) Economath				·	
Master's w (2012)	ith 1 majo	r Chinese and Economics		generated 26-Aug-2024 • exa (120 ECTS) Chinese and Econ	-	page 55 / 169	

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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

Module	e title				Abbreviation
Logisti	c Conc	epts and Processes			12-LA-111-m01
Module	e coord	inator		Module offered by	
Busine	ss Inte	gration Prof. Thome		Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	Its				
This mo	odule d	iscusses fundamental as	spects and contempo	rary concepts of log	istical tasks and processes.
Intende	ed lear	ning outcomes			
especia pacts o	ally in t of a bet		anagement. Additiona cal issues within a co	ally students will be ompany.	of logistical tasks and processes able to evaluate the business im-
		mation on SWS (weekly			
ster, in	formati	cessment (type, scope, la on on whether module co mination (approx. 60 mir	an be chosen to earn	a bonus)	ntion offered — if not every seme-
Allocat					
Additio	onal inf	ormation	-		
			·		
Worklo	ad				
Teachi	ng cycl	e			
			-		
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)	
				,	
Module	e appea	urs in			
Master Master Master Master Master	's degr 's degr 's degr 's degr 's degr	ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) Economics (: ee (1 major) China Busine ee (1 major) China Busine ee (1 major) Chinese and ee (1 major) Chinese and	nagement (2011) 2011) ess and Economics (2 ess and Economics (2 Economics (2014)		

Master's with 1 major Chinese and Economics

(2012)

Operations Research 12:LM-111:m01 Module coordinator Module offered by holder of the Chair of Dusiness Management and Business Faculty of Business Management and Economics Information Systems ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade 0 Duration Module teedet Other prerequisites 1 semester graduate Content: Content: The module familiarises students with essential fundamentals, concepts and methods of logistics applications. - Modeling - Graph theory - Network technology - From heuristics to optimisation - Simulation Intended learning outcomes The students 0 have significant knowledge of the fundamentals, concepts and methods of logistical applications and (in carne cognize their economic importance and consequences. Coursery - unber of weekly contact hours, language if other than German) </th <th colspan="4">Module title</th> <th>Abbreviation</th>	Module title				Abbreviation			
holder of the Chair of Business Management and Business Information Systems ECTS Method of grading Only after succ. compl. of module(s) Information Module level Other prerequisites I semester graduate Content: The module familiarises students with essential fundamentals, concepts and methods of logistics applications. Modelling Graph theory Network technology Flows in networks Fouring From heuristics to optimisation Intended learning outcomes The students (i) have significant knowledge of the fundamentals, concepts and methods of logistical applications and (ii) can recognize their economic importance and consequences. Courses (type, number of weekly contact hours) and course language available) Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Allocation of places Module appears in Module appears in Module appears in Module appears in Consense and Economics (2011) Master's degree (1 major) Economathematics (2011) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2014) Master's degree (1 major) China Business and Economics (2014)	Operations Research 12-LM					12-LM-111-m01		
Information Systems ECTS Method of grading Only after succ. compl. of module(s) for numerical grade is memory Only after succ. compl. of module(s) for numerical grade is emester for aduate is emethod for aduate is emeth	Module	e coord	inator		Module offered by			
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Master's degree (1 major) Chinese and Economics (2014)		-			•			
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Module title				Abbreviation		
Advanced International Trade				12-M-AIT-111-m01		
Module coordinator Module offered b				Module offered by	<u> </u>	
holder	of the (Chair of International Ed	conomics	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. cor	npl. of module(s)		
5	nume	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ester	graduate				
Conter	nts					
This m	odule w	vill be discontinued, no	courses are offered cu	irrently or will be offe	ered in future.	
This m	ay be d	ue to one of the followi	ng reasons:			
• t	he lecti	ule belongs to a versio urer who offered the co ents are no longer taug	urse is no longer empl	oyed at the Universit	y of Würzburg	d students
	re infor onomic	mation, please contact s.	the Office of the Dean	of Studies of the Fac	culty of Business Ma	nagement
Intend	ed lear	ning outcomes				
Due to modul		k of relevance, no learr	ing outcomes descript	ion is available beca	ause no courses are	held for this
Course	es (type	, number of weekly con	tact hours, language –	- if other than Germa	ın)	
V (no i	nformat	ion on SWS (weekly co	ntact hours) and cours	e language available	e)	
		s essment (type, scope, on on whether module			tion offered — if not	every seme-
		mination (approx. 180 r	ninutes) or			
		(approx. 15 pages)				
		ssessment: English ffered: once a year, wir	nter semester			
	tion of p	•				
Additio	onal inf	ormation				
Worklo	bad					
Teachi	ng cycl	e				
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)		
Modul	e appea	rs in				
	-	ee (1 major) Economath				
	-	ee (1 major) Business N	-			
	-	ee (1 major) Economics ee (1 major) China Busi		2014)		
1	-	ee (1 major) China Busi ee (1 major) China Busi		•		
	-	ee (1 major) Chinese ar		-		
Master's w (2012)	vith 1 majo	Chinese and Economics	-	generated 26-Aug-2024 • ex (120 ECTS) Chinese and Econ	-	page 59 / 169



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

Module	e title				Abbreviation
Advanc	ed Micro	oeconomics			12-M-AM-111-m01
Module	e coordin	ator		Module offered	by
	of the Ch ion Econo		, Contract Theory and In-	Faculty of Busin	ess Management and Economics
ECTS	Method	l of grading	Only after succ. cor	npl. of module(s)	
5	numerio	cal grade			
Duratio	on 🛽	Nodule level	Other prerequisites	5	
1 seme	ster g	graduate			
Conten	ts				
3. Theo 4. Gene <u>5. Mech</u> Intende After cc 1. expla	ory of auc eral equil hanism d ed learni ompleting ain esser	librium theory lesign ng outcomes g the course stude ntial findings of m	ents are able to icroeconomic theory, given simple examples or	n their own,	
3. recog	gnize, in	which real life site	uations and how the resul	ts can be applied.	
		· · · · · · · · · · · · · · · · · · ·	contact hours, language –		
V + Ü (r	no inform	nation on SWS (we	ekly contact hours) and c	ourse language av	vailable)
			pe, language — if other th lule can be chosen to earr		ination offered — if not every seme-
a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) or d) case studies, project report or simi- lar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups					
Allocat	ion of pla	aces			

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Workload

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Teaching cycle

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

Module appears in

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

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

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

muster s'degree (i mujor) business munugement (2011)						
Master's with 1 major Chinese and Economics	JMU Würzburg • generated 26-Aug-2024 • exam. reg. da-	page 61 / 169				
(2012)	ta record Master (120 ECTS) Chinese and Economics - 2012					

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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

Master's with 1 major Chinese and Economics

(2012)

Module title				Abbreviation	
Advanced Macroeconomics				12-M-AME-111-m01	
Module	e coord	inator		Module offered by	
holder	of the (Chair of International Eco	nomics	Faculty of Business	Management and Economics
ECTS	<u> </u>	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
and a r mans r	eview c nodel a	of the Solow growth mode	el. The lecture then fo h theory. Application	ocuses on the infinite as of this framework	of the facts of long-run growth e-horizon Ramsey-Cass-Koop- involving urban and regional
II Infini III Endo IV Hum	and the te-horiz ogenous an cap	abus e Solow growth model zon Ramsey-Cass-Koopm s growth ital, social infrastructure s (urban and regional grov	and beyond	es and the environm	ent)
David F We will	urse dra Romer, a also u	aws strongly on the follov Advanced Macroeconom se journal articles and res	ics, 4th ed., McGraw-		ture.
Intend	ed learı	ning outcomes			
This en of inco	ables t mes, to	hem to identify the key fo	orces that determine nalysis and statemen	the determinants of	f advanced macroeconomics. income levels and growth rates valuate current controversies and
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	ın)
V (no ir	nformat	ion on SWS (weekly cont	act hours) and cours	e language available	2)
Metho	d of ass	· · · · · · · · · · · · · · · · · · ·	nguage — if other th	an German, examina	tion offered — if not every seme-
		nation (approx. 60 minute		a Dollus)	
Langua	ige of a	ssessment: English ffered: once a year, sumr			
Allocat		· · · ·			
Additic	nal inf	ormation			
Worklo					
WORKIO	<u> </u>				
Toochi		•			
Teachi	ing cycl	e			
	44.1			1	
Keferre	ea to in	LPOI (examination regu	lations for teaching-	uegree programmes)	
Module	e appea	urs in			

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

Module tit	le			Abbreviation	
Incentives in Organizations				12-M-AO-111-m01	
Module co	ordinator		Module offered by		
		A Managament and		Management and Economics	
Organisati				Management and Economics	
	ethod of grading	Only after succ. con	npl. of module(s)		
-	merical grade				
Duration	Module level	Other prerequisites			
1 semester	graduate				
Contents					
This theory between en pirical resu	/ will be used to develop fin	ancial and economic n addition to the most	solutions to help ove	on the principal agent theory. ercome the conflict of interests s, estimation techniques and em-	
	earning outcomes				
The aim of				l theories, estimation techniques htifc literature.	
	ype, number of weekly cont				
	nformation on SWS (weekly				
				tion offered — if not every seme-	
	nation on whether module of				
a) written e	examination (approx. 60 mi	nutes) or b) term pape	er (approx. 15 pages)	l	
Allocation	of places	_			
Additional	information				
		_			
Workload		_			
Teaching c	cycle				
Referred to	o in LPO I (examination reg	ulations for teaching-	degree programmes)		
Module ap	pears in				
	egree (1 major) Economathe				
	egree (1 major) Business In	•	011)		
	egree (1 major) Business M	•			
	egree (1 major) Economics				
	egree (1 major) China Busin egree (1 major) China Busin				
			.012)		
	Naster's degree (1 major) Chinese and Economics (2014) Naster's degree (1 major) Chinese and Economics (2012)				

Module					Abbreviation	
Portfol	io Sele	ction and Capital Mark	et Theory		12-M-B1a-111-m01	
Module coordinator				Module offered by		
			noment Daulitaria	· · · ·	Management Ir	
holder of the Chair of Business Management, Banking and Faculty of Business Management and Economics						
ECTS		od of grading	Only after succ. con	nl of module(s)		
5		rical grade				
Duratio	· · · · · ·	Module level	Other prorequisites			
1 seme		graduate	Other prerequisites			
		giauuale				
Conten						
	urse de Ilibriur	eals with the fundamen n and the resulting CAF		tment decisions (po	rtfolio selection), th	e capital mar
1. Fund 2. Portf 3. CAPN	amenta folio sel M	als of decision theory lection	- chucic			
		efficiency and event a	lialysis			
		ning outcomes ng the course "Portfolio				
its indi	vidual ı	he optimal capital marl utility function in theon and the central proposi	and calculate it;	-		
Course	s (type,	number of weekly con	tact hours, language –	- if other than Germa	n)	
V + Ü (r	no infor	mation on SWS (weekl	y contact hours) and co	ourse language avail	able)	
		essment (type, scope, on on whether module			tion offered — if not	t every seme-
written	examir	nation (approx. 60 min	utes)			
Allocat	ion of r	olaces				
Additio	nal inf	ormation				
Additio	mat mit					
Worklo	ad					
Teachi	ng cycl	9				
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)		
Module	e appea	rs in				
		ee (1 major) Economath	iematics (2011)			
	-	ee (1 major) Business Ir		011)		
	-	ee (1 major) Business N	,			
Master	's degre	ee (1 major) Economics	(2011)			
	-	ee (1 major) China Busi		•		
	-	ee (1 major) China Busi		2012)		
Master	's degre	ee (1 major) Chinese an	d Economics (2011)			
Master	's degre	ee (1 major) Chinese an Chinese and Economics	d Economics (2012)	generated 26-Aug-2024 • ex	am reg da-	page 66 / 169

Module title Abbreviation							
Agency Theory 12-M-B1b-111-m01							
Modul	e coord	inator		Module offered by			
holder	of the (Chair of Business Mana	gement, Banking and	Faculty of Business	Management and E	conomics	
Financ	e				-		
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ester	graduate					
Conter	nts						
and inf	ourse de	eals with the fundament on asymmetric. abus:	als of agency theory a	nd financial contract	ing with information	symmetric	
1. Ager	ncy theo						
		ning outcomes					
(i) to u ting giv (ii) to u	After completing the course "Agency Theory and Financial contracting", the students will be able (i) to understand the fundamentals of agency theory and solve problems concerning optimal financial contrac- ting given e.g. different capital endowments; (ii) to understand the central problems of controlling work assignments in theory and solve basic case studies; (iii) to generate and evaluate financial contracting given a non-trivial risk allocation and the resulting agency pro-						
Course	es (type	, number of weekly cont	act hours, language –	- if other than Germa	n)		
	-	rmation on SWS (weekly					
		sessment (type, scope, l				everv seme-	
ster, in	Iformati	ion on whether module	can be chosen to earn				
		nation (approx. 60 minu	ites)				
Allocat	tion of j	places					
Additio	onal inf	ormation					
Worklo	oad						
	-						
Teachi	ng cycl	e					
Referre	ed to in	LPOI (examination reg	ulations for teaching-o	degree programmes)			
Modul	e appea	ars in					
Master	r's degr	ee (1 major) Economath	ematics (2011)				
Master	r's degr	ee (1 major) Business In	formation Systems (20	011)			
	-	ee (1 major) Business M	-				
	-	ee (1 major) Economics		、 、			
	-	ee (1 major) China Busir		-			
	-	ee (1 major) China Busir		2012)			
	-	ee (1 major) Chinese and					
	_	ee (1 major) Chinese and r Chinese and Economics		generated 26-Aug-2024 • exa	am, reg. da-	page 67 / 169	
(2012)				(120 ECTS) Chinese and Econ	-	Page 0/ / 109	

Module	e title				Abbreviation
Option Pricing Theory					12-M-B2-111-m01
Module	e coord	inator		Module offered by	
		Chair of Business Manag	ement, Banking and		Management and Economics
Finance					
ECTS	1	od of grading	Only after succ. con	npl. of module(s)	
10		rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
compar portfoli Outline 1. Share	dule d nies as os. of syll e optio	well as shares as deriva abus: ns			Binominial models. It assesses delta hedging to hedge equity
		cial derivatives gportfolios against intere	est rate changes		
-		ning outcomes			
(i) to pr (ii) to u	ice opt nderst	ng the course "Option pr ions using the Black-Sch and the use of options as , number of weekly conta	noles formula and the s a part of compensat	binominal model; ion and for share he	
		· · · · · · · · · · · · · · · · · · ·			
		mation on SWS (weekly			tion offered — if not every seme-
ster, in	formati	ion on whether module c	an be chosen to earn		
		nation (approx. 120 minu	ites)		
Allocat	ion of _l	olaces			
Additio	nal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
Referre	d to in	LPOI (examination regu	llations for teaching-o	degree programmes)	
Module					
Master Master Master	's degr 's degr 's degr	ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) Economics (ee (1 major) China Busin	anagement (2011) 2011) ess and Economics (2	•	
	-	ee (1 major) China Busin		2012)	
	-	ee (1 major) Chinese and ee (1 major) Chinese and			
musici	Jucgi	ce (r major) chinese and	2012)		

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

Module			Abbreviation					
Financial Markets: Institutions and Regulation 12-M-B3-111-m01 Module coordinator Module offered by								
Module	e coord	inator		Module offered by				
holder Finance		Chair of Business Manage	ement, Banking and	Faculty of Business	Management and Economics			
ECTS Method of grading		od of grading	Only after succ. compl. of module(s)					
10	nume	rical grade						
Duration		Module level	Other prerequisites	ther prerequisites				
1 semester graduate								
Conten	ts							
Content: This course deals with the fundamentals of the organisation and functioning of the German commerical banking system, the aims and restrictions of operating decisions in commercial banks, the special characteristics of bank regulation and of balance sheets of commercial banks as well as the construction and function of financial inno- vations. Outline of syllabus: 1. The German commerical banking system 2. Aims and restrictions of operating decisions 3. Equity and balance sheet analysis of commerial banks 4. Financial innovations								
Reading: Hartmann-Wendels, Pfingsten, Weber: Bankbetriebslehre, Berlin [etc.], Springer, 2007, 4th revised ed. Hull: Riskmanagement and Financial Institutions, Boston, Mass. ; Munich [etc.], Pearson, 2010, 2nd ed., internat. ed.								
		ning outcomes						
After completing the course "Finanzmarktinstitutionen und Finanzmarktregulierung", the students will provide fundamental and advanced knowledge of (i) the organisation and function of the german commerical banking system; (ii) the aims and restrictions of operating decisions in commercial banks; (iii) the special characteristics of bank regulation and of the balance sheet of commercial banks; (iv) the construction and function of financial innovations.								
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)			
V + Ü (r	no infoi	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)			
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-			
written	exami	nation (approx. 120 minu	tes)					
Allocat	ion of p	olaces						
Additio	nal inf	ormation						
Worklo	ad							
Teachi		P						
	is cycl							
Referred to in LPO I (examination regulations for teaching-degree programmes)								

Module appears in

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

	e title		Abbreviation		
Electro	onic Pro	curement			12-M-BE-111-m01
Modul	e coord	inator	Module offered by		
holder	ofthe	Chair of Business Manag	gement and Industrial	Faculty of Busine	ss Management and Economics
	gement			,	
ECTS		od of grading	Only after succ. compl. of module(s)		
5	nume	rical grade			
Duration Module level		Other prerequisites			
1 semester		graduate	Admission prerequisite to assessment: successful completion of exer		
			ses as specified at the beginning of the course.		
Conter	nts				
stems.	•		blier relationship man	agement systems	and eSupply chain management s
		ning outcomes			als of electronic supported pro-
suppli	er relati student	ionship management sy	stems and eSupply ch	ain management s	everse) auctions, e-marketplaces,
	ation-o				systems. After completing this mo now or develop theory-based and
applica		riented possible solution , number of weekly cont	ns at a high profession	nal level.	now or develop theory-based and
applica Course	es (type	riented possible solution	ns at a high profession act hours, language –	nal level. - if other than Gerr	now or develop theory-based and
applica Course S (no i Metho	es (type nforma od of as:	riented possible solution , number of weekly cont tion on SWS (weekly cor	ns at a high profession act hours, language – ntact hours) and cours anguage — if other th	nal level. - if other than Gerr e language availal an German, exami	now or develop theory-based and
applica Course S (no i Metho ster, in a) writti (appro prox. 1	es (type nforma of of as nformat ten exa ten exa 0x. 20 m .5 to 20	riented possible solution , number of weekly cont tion on SWS (weekly cor sessment (type, scope, l ion on whether module mination (approx. 60 mi inutes), weighted 2:1 or	ns at a high profession act hours, language – ntact hours) and cours anguage — if other th can be chosen to earn nutes) or b) written ex c) written examinatio	nal level. - if other than Gerr e language availal an German, exami a bonus) camination (approx n (approx. 40 minu	now or develop theory-based and nan) ble)
applica Course S (no i Metho ster, in a) writt (appro prox. 1 to 20 p	es (type nforma of of as nformat ten exa ten exa 0x. 20 m .5 to 20	riented possible solution , number of weekly cont tion on SWS (weekly cor sessment (type, scope, l ion on whether module mination (approx. 60 mi inutes), weighted 2:1 or pages), weighted 2:1 or weighted 1:1	ns at a high profession act hours, language – ntact hours) and cours anguage — if other th can be chosen to earn nutes) or b) written ex c) written examinatio	nal level. - if other than Gerr e language availal an German, exami a bonus) camination (approx n (approx. 40 minu	now or develop theory-based and nan) ble) nation offered — if not every seme x. 40 minutes) and presentation utes) with written elaboration (ap-

module component of the respective module will be given preferential consideration. (2) Places on all courses of

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

Additional information

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Workload

Teaching cycle

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

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Module appears in

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

Module title				Abbreviation			
DSGE Modelling					12-M-DMM-111-m01	L	
Module coordinator				Module offered by			
holder of the Chair of Monetary Policy and International Economics			and International	Faculty of Business	Management and E	conomics	
ECTS	1	od of grading	Only after succ. con	npl. of module(s)			
5		rical grade		<u></u>			
Duratio		Module level	Other prerequisites				
1 seme		graduate					
Conter							
are des presen are for plans. show h	signed tative f mulate In a thi now cha	fers an introduction to "D to describe the business nousehold. In particular, d. In a second step, we fo rd step, we explain what anges in interest rates int ss hot topics such as CA	cycle at the macro le we describe how con ocus on the firm secto role the central bank eract with optimal de	vel. In a first step, we sumption, asset allo or and address how f plays in stabilising t ecisions taken by hou	e analyse the behavi cation and labour su irms solve for optima he business cycle. T useholds and firms.	iour of a re- upply plans al production	
				tary policy in the cu			
	_	ning outcomes		1 1 77 1 1 1	1 1 11		
The co	urse of	fers analytical tools desig	gned to solve DSGE m	odels. These analyti	cal skills encompas	:	
Linea Solvi Basio	arizatio ing line c time s	ntertemporal optimization n methods (e.g., Taylor-e ar difference expectation series concepts such as in ts in MATLAB/ Dynare pr	xpansions). s by minimum state v mpilse response func	variabel techniques (tions, variance deco	(MSV-solution). mpositions.		
Course	es (type	, number of weekly conta	act hours, language –	- if other than Germa	n)		
V + Ü (no info	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)		
Metho	d of as	sessment (type, scope, la ion on whether module c	anguage — if other tha	an German, examina		every seme-	
a) writt	ten exa	mination (approx. 60 mir	utes) or b) term pape	er (approx. 15 pages)			
-	tion of						
Allocut							
Additio	onal inf	ormation					
Worklo	oad						
Teachi	ng cycl	e					
Referre	ed to in	LPO I (examination regu	llations for teaching-o	degree programmes)			
Modul	e appea	ars in					
Master's degree (1 major) Economathematics (2011)							
Master's degree (1 major) Business Management (2011)							
Master's degree (1 major) Economics (2011)							
Master's degree (1 major) China Business and Economics (2014)							
Master's degree (1 major) China Business and Economics (2012)							
	Master's degree (1 major) Chinese and Economics (2014)						
	-	ee (1 major) Chinese and					
Master's w (2012)	nth 1 majo	r Chinese and Economics	-	generated 26-Aug-2024 • exa (120 ECTS) Chinese and Econ	-	page 73 / 169	

Module	e title			Abbreviation	
Decisio	on Support Systems			12-M-DSS-102-m01	
Module	e coordinator		Modulo offered by		
			Module offered by		
	of the Chair of Information Sy				
ECTS	Method of grading	Only after succ. co	npl. of module(s)		
5	numerical grade				
Duratio		Other prerequisites	5		
1 seme	ster graduate				
Conten	ts				
	urse discusses advanced app quired insights are used to de			problems in business settings. ms using standard software	
Intende	ed learning outcomes				
• U • k • S s		assic business decision ral problem description mization problems (li	n problems ns and convert them to near, network, intege	o quantitative decision models r, multi-objective, non-linear,	
	s (type, number of weekly cor			n)	
	no information on SWS (weekl				
		*			
	d of assessment (type, scope,		ian German, examina	tion offered — if not every seme-	
		can be chosen to earr	n a bonus)) written examination (approx.	
The me 60 min ted 1:2 groups	thod of assessment will be sp utes) or b) presentation (appr	pecified at the beginnin ox. 20 minutes) with w andidate each: approx.	n a bonus) ng of each exercise. a rritten elaboration (ap . 10 to 15 minutes; gro) written examination (approx. pprox. 15 to 20 pages), weigh- pups of 2: approx. 20 minutes;	
The me 60 min ted 1:2 groups	thod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c	pecified at the beginnin ox. 20 minutes) with w andidate each: approx.	n a bonus) ng of each exercise. a rritten elaboration (ap . 10 to 15 minutes; gro) written examination (approx. oprox. 15 to 20 pages), weigh- oups of 2: approx. 20 minutes;	
The me 60 min ted 1:2 groups Allocat	thod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c	pecified at the beginnin ox. 20 minutes) with w andidate each: approx.	n a bonus) ng of each exercise. a rritten elaboration (ap . 10 to 15 minutes; gro) written examination (approx. oprox. 15 to 20 pages), weigh- oups of 2: approx. 20 minutes;	
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The me 60 min ted 1:2 groups Allocat Additio	thod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c ion of places	pecified at the beginnin ox. 20 minutes) with w andidate each: approx.	n a bonus) ng of each exercise. a rritten elaboration (ap . 10 to 15 minutes; gro) written examination (approx. pprox. 15 to 20 pages), weigh- pups of 2: approx. 20 minutes;	
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The me 60 min ted 1:2 groups Allocat Additio Worklo	thod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c ion of places mal information	pecified at the beginnin ox. 20 minutes) with w andidate each: approx.	n a bonus) ng of each exercise. a rritten elaboration (ap . 10 to 15 minutes; gro) written examination (approx. oprox. 15 to 20 pages), weigh- oups of 2: approx. 20 minutes;	
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The me 60 min ted 1:2 groups Allocat Additio Worklo Teachin 	thod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c ion of places mal information	pecified at the beginnin ox. 20 minutes) with w andidate each: approx. c) completion of progra	n a bonus) ng of each exercise. a vritten elaboration (ap 10 to 15 minutes; gro mming exercises (as) written examination (approx. oprox. 15 to 20 pages), weigh- oups of 2: approx. 20 minutes;	
The me 60 min ted 1:2 groups Allocat Additio Worklo Teachin Referre	ethod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c ion of places mal information ad ad ed to in LPO I (examination re	pecified at the beginnin ox. 20 minutes) with w andidate each: approx. c) completion of progra	n a bonus) ng of each exercise. a vritten elaboration (ap 10 to 15 minutes; gro mming exercises (as) written examination (approx. pprox. 15 to 20 pages), weigh- pups of 2: approx. 20 minutes;	
The me 60 min ted 1:2 groups Allocat Additio Worklo Teachin Referre Module	ethod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c ion of places onal information ad ad ed to in LPO I (examination re e appears in	pecified at the beginnin ox. 20 minutes) with w andidate each: approx. completion of progra	n a bonus) ng of each exercise. a vritten elaboration (ap 10 to 15 minutes; gro mming exercises (as) written examination (approx. pprox. 15 to 20 pages), weigh- pups of 2: approx. 20 minutes;	
The me 60 min ted 1:2 groups Allocat Additio Worklo Teachin Referre Module	ethod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c ion of places onal information ad ed to in LPO I (examination re e appears in 's degree (1 major) Economation	pecified at the beginnin ox. 20 minutes) with wandidate each: approx. c) completion of progra gulations for teaching-	n a bonus) ng of each exercise. a vritten elaboration (ap 10 to 15 minutes; gro mming exercises (as degree programmes)) written examination (approx. pprox. 15 to 20 pages), weigh- pups of 2: approx. 20 minutes;	
The me 60 min ted 1:2 groups Allocat Additio Worklo Teachin Referre Master Master	ethod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c ion of places mal information ad ad et to in LPO I (examination re e appears in 's degree (1 major) Economath 's degree (1 major) Business I	pecified at the beginnin ox. 20 minutes) with wandidate each: approx. c) completion of progra gulations for teaching- nematics (2011) nformation Systems (2	n a bonus) ng of each exercise. a vritten elaboration (ap 10 to 15 minutes; gro mming exercises (as degree programmes) 011)) written examination (approx. oprox. 15 to 20 pages), weigh- oups of 2: approx. 20 minutes;	
The me 60 min ted 1:2 groups Allocat Additio Worklo Teachin Referre Master Master Master	ethod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c ion of places mal information ad ad ad ad ad ad backson backson backson backson backson backson backson e appears in 's degree (1 major) Economath 's degree (1 major) Business I 's degree (1 major) Business I	pecified at the beginnin ox. 20 minutes) with wandidate each: approx. c) completion of progra gulations for teaching- nematics (2011) nformation Systems (2 nformation Systems (2	n a bonus) ng of each exercise. a vritten elaboration (ap 10 to 15 minutes; gro mming exercises (as degree programmes) 011)) written examination (approx. oprox. 15 to 20 pages), weigh- oups of 2: approx. 20 minutes;	
The me 60 min ted 1:2 groups Allocat Additio Worklo Teachin Referre Module Master Master Master Master	ethod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c ion of places mal information mad ad ad ad ad ad ad ad ad ad ad ad ad a	pecified at the beginnin ox. 20 minutes) with wandidate each: approx. c) completion of progra gulations for teaching- nematics (2011) nformation Systems (2 Management (2011)	n a bonus) ng of each exercise. a vritten elaboration (ap 10 to 15 minutes; gro mming exercises (as degree programmes) 011)) written examination (approx. pprox. 15 to 20 pages), weigh- pups of 2: approx. 20 minutes;	
The me 60 min ted 1:2 groups Allocat Additio Teachin Referre Master Master Master Master Master	ethod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c ion of places onal information ad ad ad ad ad ad ad ad ad ad ad ad ad	pecified at the beginnin ox. 20 minutes) with wandidate each: approx. c) completion of progra gulations for teaching- nematics (2011) nformation Systems (2 Management (2011) Management (2010)	n a bonus) ng of each exercise. a vritten elaboration (ap 10 to 15 minutes; gro mming exercises (as degree programmes) 011)) written examination (approx. pprox. 15 to 20 pages), weigh- pups of 2: approx. 20 minutes;	
The me 60 min ted 1:2 groups Allocat Additio Worklo Teachin Referre Master Master Master Master Master Master Master Master	ethod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c ion of places mal information ad ad ad ad ad back to in LPO I (examination re e appears in 's degree (1 major) Economath 's degree (1 major) Business I 's degree (1 major) Business I	pecified at the beginnin ox. 20 minutes) with wandidate each: approx. c) completion of progra gulations for teaching- nematics (2011) nformation Systems (2 Management (2011) Management (2010) is (2011)	n a bonus) ng of each exercise. a vritten elaboration (ap 10 to 15 minutes; gro mming exercises (as degree programmes) 011)) written examination (approx. pprox. 15 to 20 pages), weigh- pups of 2: approx. 20 minutes;	
The me 60 min ted 1:2 groups Allocat Worklo Teachin Referre Master Master Master Master Master Master Master Master	ethod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c ion of places mal information ad ad ad ad ad ad ad ad ad ad ad ad ad	pecified at the beginnin ox. 20 minutes) with wandidate each: approx. c) completion of progra c) completion of progra gulations for teaching- nematics (2011) nformation Systems (2 Management (2011) Management (2010) c (2011) c (2010)	n a bonus) ng of each exercise. a vritten elaboration (ap . 10 to 15 minutes; gro . 10 minutes; gro . 11 minutes; gro) written examination (approx. pprox. 15 to 20 pages), weigh- pups of 2: approx. 20 minutes;	
The me 60 min ted 1:2 groups Allocat Additio Teachin Referre Master Master Master Master Master Master Master Master Master	ethod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c ion of places mal information ad ad ad ad ad ad ad ad ad ad ad ad ad	pecified at the beginnin ox. 20 minutes) with wandidate each: approx. c) completion of progra gulations for teaching- nematics (2011) nformation Systems (2 Management (2011) Management (2010) is (2010) iness and Economics (na bonus) ng of each exercise. a vritten elaboration (ap 10 to 15 minutes; gro imming exercises (as degree programmes) 011) 010)) written examination (approx. pprox. 15 to 20 pages), weigh- pups of 2: approx. 20 minutes;	
The me 60 min ted 1:2 groups Allocat Additio Teachin Referre Master Master Master Master Master Master Master Master Master	ethod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c ion of places mal information ad ad ad ad ad ad ad ad ad ad ad ad ad	pecified at the beginnin ox. 20 minutes) with wandidate each: approx. c) completion of progra gulations for teaching- nematics (2011) nformation Systems (2 Management (2011) Management (2010) is (2010) iness and Economics (na bonus) ng of each exercise. a vritten elaboration (ap 10 to 15 minutes; gro imming exercises (as degree programmes) 011) 010)) written examination (approx. pprox. 15 to 20 pages), weigh- pups of 2: approx. 20 minutes;	
The me 60 min ted 1:2 groups Allocat Additio Teachin Referre Master Master Master Master Master Master Master Master Master Master Master	ethod of assessment will be sp utes) or b) presentation (appr or c) oral examination (one ca of 3: approx. 30 minutes) or c ion of places mal information ad ad ad ad ad ad ad ad ad ad ad ad ad	pecified at the beginnin ox. 20 minutes) with wandidate each: approx. c) completion of progra c) completion of progra gulations for teaching- nematics (2011) nformation Systems (2 nformation Systems (2 Management (2011) Management (2010) is (2011) is (2010) iness and Economics (iness and Economics (na bonus) ng of each exercise. a vritten elaboration (ap 10 to 15 minutes; gro imming exercises (as degree programmes) 011) 010)) written examination (approx. oprox. 15 to 20 pages), weigh- oups of 2: approx. 20 minutes; specified)	



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

Module title				Abbreviation			
Economic Dynamics					12-M-DWT-111-m01		
Module coordinator				Module offered by			
holder	of the (Chair of Econometrics		Faculty of Business	Management and Economics		
ECTS	Metho	od of grading	Only after succ. com				
5	i	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme		graduate					
Conten	its	0	<u> </u>				
	e of syll	ahua					
1. Dyna 2. Diffe 3. Diffe	amic sys erential erence e	stems and models in eco equations equations stimisation	nomic theory				
5. Sele	cted mo	odels in business cycle th odels in growth theory	neory				
		ning outcomes					
Studen	its acqu	uire comprehension on th			ory. They will be able to analyze y those to economic applicati-		
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)		
		mation on SWS (weekly o					
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-		
a) writt	en exai	mination (approx. 60 min	utes) or b) term pape	r (approx. 15 pages)			
Allocat	ion of p	olaces					
Additio	onal info	ormation	·				
Worklo	ad						
Teachi	ng cycl	e					
Referre	ed to in	LPOI (examination regu	lations for teaching-c	legree programmes)			
Module appears in							
Master	's degr	ee (1 major) Economathe	matics (2011)				
Master	Master's degree (1 major) Business Management (2011)						
Master	Master's degree (1 major) Economics (2011)						
Master	's degr	ee (1 major) China Busine	ess and Economics (2	014)			
Master	's degr	ee (1 major) China Busine	ess and Economics (2	012)			
Master	's degr	ee (1 major) Chinese and	Economics (2014)				
Master	Master's degree (1 major) Chinese and Economics (2012)						

					Abbreviation	
European Public Finance				12-M-EFP-111-m01		
Modul	e coord	inator		Module offered by		
holder of the Chair of Public Finance				Faculty of Business	Management and Eco	onomics
ECTS		od of grading	Only after succ. compl. of module(s)			
5	numei	rical grade				
Duratio	on	Module level	Other prerequisites	i		
1 seme	ester	graduate				
Conter	nts					
as sele Readin	course, ected as	pects of European agri re notes provided by C	a basic understanding cultural, tax and clima hair.		m of the European Ur	nion as well
1. The l 2. The 3. The 4. Tax	budget Commo Stability compet	of the European Union n Agricultural Policy (C y and Growth Pact (SGF ition or tax coordinatio rading and European c	?) n in Europe?			
Intend	ed learr	ning outcomes				
the bu the del	dget of t bt probl	ther European Union. T em within the Europea	sche Finanzpolitik" stu hey also know the mos n currency union. Final ial equilibrium models	st important instrume ly they will be able to	ents of the agricultura	al policy and
Course	s (type,	, number of weekly con	tact hours, language –	- if other than Germa	n)	
V + Ü (no infor	mation on SWS (weekl	y contact hours) and co	ourse language avail	able)	
			language — if other th can be chosen to earn		tion offered — if not e	every seme-
a) writt	en exar	mination (approx. 60 m	inutes) or b) term pape	er (approx. 15 pages)		
Allocat	tion of p	olaces				
		-	Economics Master's: r ster's: 10 places. Place		U	Master's
Additio	onal info	ormation				
Worklo	ad					
Teachi	ng cycle	2				
		-				
Poforra	ad to in	IPOL (examination real	gulations for teaching-	degree programmes)		
Neient						
Modul	e appea	rs in				
Master	's degre	ee (1 major) Economath	nematics (2011)			
Master's degree (1 major) Business Information Systems (2011)						
	Master's degree (1 major) Business Management (2011)					
Master's degree (1 major) Economics (2011)						
	-		ness and Economics (2			
	-		ness and Economics (2		I	
Master's w (2012)	nin 1 major	Chinese and Economics	-	generated 26-Aug-2024 • exa (120 ECTS) Chinese and Econ	-	page 77 / 169

Master's degree (1 major) Chinese and Economics (2014) Master's degree (1 major) Chinese and Economics (2012) Master's degree (1 major) Political and Social Sciences (2012)

Module					Abbreviation
Europea	an Mor	netary Policy - Closed E	conomy		12-M-EG1-111-m01
Module coordinator				Module offered by	
		Chair of Monetary Polic	y and International	-	s Management and Economics
Econom			, 		
ECTS		od of grading	Only after succ. co	mpl. of module(s)	
5	nume	rical grade			
Duratio		Module level	Other prerequisite	S	
1 seme	ster	graduate			
Conten	ts				
savings 2. Bank an ecor 3. Macr of bank 4. Mono 5. The r model. 6. Defla Intende By com licy anc	? Why ing, fir oecone ing 1 ey dem noneta Descri tion ed learn pleting I the fin	are financial markets en nancial markets and cri What are the reasons a omic analysis of banks The role of banks during and What are the key ry transmission chann ption of the basic mod Consequences of defla ning outcomes this course, students nancial system. Next to	efficient? What is the n sis What are the ma and solutions for liquic Banks as intermedi g the financial crisis. y determinants of mon el Connection betwe el. Extension of the ba ation on macro variabl receive a profound un o a profound knowledg	neaning of financial in functions of bank lity and solvency pro aries vs. originators ney demand? een monetary policy sic model of fiscal p es on the basis of di derstanding of theo ge of banking in gene	s? What are the roles of banks in oblems of banks? of saving deposits. Macro models and the real economy in the BMW policy.
		historical experience. , number of weekly con	itact hours, language	— if other than Germ	nan)
V + Ü (r	io infoi	rmation on SWS (weekl	y contact hours) and c	course language ava	ilable)
		sessment (type, scope, ion on whether module			ation offered — if not every seme-
a) writte	en exa	mination (approx. 60 m	ninutes) or b) term pap	oer (approx. 15 pages	s)
Allocati	ion of j	olaces			
Allocation of places Number of places: 30. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the fol- lowing quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quo- ta 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respecti- ve module will be given preferential consideration. Places on all courses of the module component with a restric- ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-al- located as they become available.					
Additio	nal inf	ormation			
Worklo	ad				
Teachir	ng cvcl	e			
· cacim	.a cycl				

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

Module appears in

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

Module					Abbreviation	
European Monetary Policy - Open Economy					12-M-EG2-111-m01	
Module coordinator				Module offered by		
		Chair of Monetary Policy	and International	Faculty of Business	Management and I	conomics
Econon		chail of monetary Folicy		Faculty of Busiliess	management and i	
ECTS		od of grading	Only after succ. con	pl. of module(s)		
5		rical grade		• • • •		
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
The cou	urse de	als with the following to	pics:			
Functio specula Exchan Theore and pu busch-) ce appl the cur Exchan Classifi	ning of ation w ge rate tical ba rchasir) oversl roach; l rent ac ge rate ication	economics: ackground and empirical ag power parity (PPP); Ma hooting model; Balassa- Real effective exchange	validity of covered in onetary approach: Fle Samuelson effect; FX rates; Empirical validi policy in open econon s; the policy trilemma	terest parity (CIP), ur xible price monetary valuation via the PP ty of the exchange ra nies:	ncovered interest ra model and sticky p P and the macroecc ate theories; Exchar	te parity (UIP price (Dorn- pnomic balan nge rates and
Implica tes. The BM and fle Currenc	itions o IW (IS- <i>I</i> xible ex cy crise tional e	experience with currency	nodel for monetary an n economy and its im currency areas in the	d fiscal policy under plication for moneta BMW model and in	ry and fiscal policy practice.	under fixed
•						
		ting as a solution for the	policy trilemma.			
By com market Next to investn econon	pleting s, the c a profo nent sti nies, in	ning outcomes this course, students re drivers of exchange rate of bund knowledge of exch rategy. In the second par cluding its trade-offs an oretical models as well a	movements and some ange rate theory the c t of the course studer d risks like currency c	e exchange rate value ourse highlights its nts learn the principl rises. Students will l	ation methods used practical applicabil les of monetary poli	l in practice. ity, e.g. as an cy in open
Course	s (type	, number of weekly conta	act hours, language –	- if other than Germa	ın)	
V + Ü (r	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)	
Metho	d of ass	sessment (type, scope, la on on whether module c	anguage — if other tha	an German, examina		t every seme
a) writt	en exai	mination (approx. 60 mi	nutes) or b) term pape	er (approx. 15 pages))	

UNIVERSITÄT WÜRZBURG

Allocation of places

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

Additional information

Workload

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Teaching cycle

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

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Module appears in

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

Module title					Abbreviation	
Empirical Research in Entrepreneurship and Management					12-M-EGF-111-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of Entrepreneursh	ip and Strategy	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. compl. of module(s)			
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	i		
1 seme	ster	graduate				
Conten	its					
The mo examp will be their pi ke? Ho evalua weakn Conten 1. Intro 2. Philo 3. Stud 4. Corri 5. Meth 6. Simp 7. Spec 8. Time	Description: The module will introduce students to qualitative / quantitative research paradigms, using, among others, the example of empirical studies in the area of founding and management research. During the course, participants will be required to present significant substantive and methodological findings of a recent empirical essay. In their presentations, students will address the following key questions: What contribution does the paper ma- ke? How are empirically testable hypotheses derived? What method of empirical data collection is used? What evaluation methodology is used? What are the implications for science and practice, what are the strengths and weaknesses of the paper? Content (subject to change): 1. Introduction 2. Philosophy of science 3. Study design 4. Correlations 5. Methods of data collection 6. Simple linear regression 7. Specification problems and distributions 8. Time series analysis 9. Logistic regression					
		ning outcomes	 ourposefully in comple	x situations with em	pirical expertise on a	a practice-ori-
ented s	solution	1.			· ·	
		, number of weekly con				
S + Ü (I	no infoi	mation on SWS (weekl	y contact hours) and co	ourse language avail	able)	
		essment (type, scope, on on whether module			tion offered — if not	every seme-
rical we	orking p age of a	oprox. 10 pages) and pi oaper (approx. 30 minu ssessment: English or (ffered: once a year, sur	tes) and contributions German			n of an empi-
Allocat	ion of p	olaces				
Allocation of places Number of places: 30. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the fol- lowing quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quo- ta 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respecti- ve module will be given preferential consideration. Places on all courses of the module component with a restric- ted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-al- located as they become available.						
Master's w (2012)	ith 1 majo	Chinese and Economics	-	generated 26-Aug-2024 • ex. (120 ECTS) Chinese and Econ	-	page 83 / 169

Additional information

Workload

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Teaching cycle

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

Module appears in

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

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

Modul	e title				Abbreviation
European Macroeconomic Policy					12-M-EMP-111-m01
Modul	e coord	inator		Module offered by	· · · · · · · · · · · · · · · · · · ·
	holder of the Chair of Monetary Policy and International Economics			Faculty of Business Management and Economics	
ECTS	Meth	od of grading	Only after succ. co	mpl. of module(s)	
5	nume	rical grade			
Durati	Duration Module level		Other prerequisite	Other prerequisites	
1 semester graduate					
Conter	nts				

Description:

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

Content:

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

Intended learning outcomes

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

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

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

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

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

Allocation of places

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

Master's with 1 major Chinese and Economics	JMU Würzburg • generated 26-Aug-2024 • exam. reg. da-	page 85 / 169
(2012)	ta record Master (120 ECTS) Chinese and Economics - 2012	

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

Module title			Abbreviation			
Empirical HR Research			12-M-EPF-111-m01			
Module coordinator	Module offered by					
holder of the Chair for Human Resou Organisation	Faculty of Business	Management and E	conomics			
ECTS Method of grading	Only after succ. con	npl. of module(s)				
5 numerical grade						
Duration Module level	Other prerequisites					
1 semester graduate						
Contents						
The seminar "Empirische Personalfo most important estimation problem learn, with the help of basic problem STATA. Reading list to be provided in class.	s and their application i ns of personnel econom	n the software packa	ige STATA. In additio	on, students		
Intended learning outcomes						
The aim of the seminar is to enable mes and their application in STATA				n program-		
Courses (type, number of weekly co	ntact hours, language –	- if other than Germa	n)			
Ü (no information on SWS (weekly c						
Method of assessment (type, scope ster, information on whether module	, language — if other th	an German, examina		every seme-		
term paper (approx. 10 pages) and p Assessment offered: once a year, su	presentation (approx. 30	·	2:1			
Allocation of places						
Number of places: 18. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.						
Additional information						
 Workload						
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) China Business and Economics (2014)						
Master's with 1 major Chinese and Economics (2012)		generated 26-Aug-2024 • ex (120 ECTS) Chinese and Econ		page 87 / 169		

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

Module	e title				Abbreviation	
Advand	ced Fina	ancial Accounting (Germ	an GAAP, IFRS)		12-M-ER-111-m01	
Modul	e coord	inator		Module offered by	<u>.</u>	
holder ting	of the (Chair of Business Manag	ement and Accoun-	Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5		rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten	its		1			
GAPP (Outline ced fin sets, h group f	Germar e of syll ancial a edge ac financia	course deals with selece n Commercial Code, Han abus: Theoretical and en accounting, e. g. pensior ccounting; purchase pric al statements; capital co cash flow and segment re	delsgesetzbuch). npirical foundations on accounting, fair valu e allocation and impa nsolidation in multile	of financial accountir e accounting (financ airmant test; leasing vel corporate groups	ng; selected topics o cial instruments, biol ; deferred taxes in in	f advan- ogical as- dividual and
Readin	g list to	be provided during cou	rse.			
Intend	ed lear	ning outcomes				
stan 2. evalı arch	dards a uate inc - or app	nplex financial accountir and develop predominan dependently selected res plication-oriented project	tly self-directed solut search contribution to ts.	ions for these proble the theory of financ	ems; ial accounting and d	
Course	s (type	, number of weekly conta	act hours, language –	- if other than Germa	ın)	
V + Ü (1	no infoi	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		sessment (type, scope, lation on whether module c			tion offered — if not	every seme-
		mination (approx. 60 to g	90 minutes) or b) tern	n paper (approx. 15 p	bages) and presentat	ion (approx.
Allocat						
	· · · ·					
Additic	nal inf	ormation				
Worklo	ad		-			
WOIKIO	au					
 Teachi	ng cycl	9				
	ing LyLl	C				
Referre	ad to in	LPO I (examination regu	lations for teaching	legree programmoc)		
Modul	e appea	ars in				
	-	ee (1 major) Economathe ee (1 major) Business Ma				
Master Master	's degr	ee (1 major) Economics (ee (1 major) China Busin ee (1 major) China Busin	2011) ess and Economics (2	•		



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

Modul	e title				Abbreviation
Common European Labor Market					12-M-EW-111-m01
Modul	e coord	inator		Module offered by	·
holder of the Chair of Economic Order and Social Policy		and Social Policy	Faculty of Business	aculty of Business Management and Economics	
ECTS	Meth	od of grading	Only after succ. compl. of module(s)		
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 semester graduate					
Contents					
-					

Description:

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

Outline of syllabus:

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

Basic reading:

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

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

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

Intended learning outcomes

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

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

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

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

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

Allocation of places

Additional information

Workload

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Teaching cycle

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

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Module appears in

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

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

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

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

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

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

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

Master's degree (1 major) Political and Social Sciences (2012)

Module	e title				Abbreviation
European Economic Statistics 12-M-EWS-111-mo1				12-M-EWS-111-m01	
Module	e coord	inator		Module offered by	
holder	ofthe	Chair of Econometrics		Faculty of Business	Management and Economics
ECTS	Meth	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	nts				
1. Subj 2. The 3. The 4. Strue 5. Mon	Europe harmor ctural i ey and	abus: I tasks of business and ed an system of national acc nised consumer price inde ndicators loans in the European me of EuroStat	counting ex		
Intend	ed lear	ning outcomes			
Studer Germa conom	nts acqu n busin ic ques	uire comprehension on th tess and economic statist stions.	ics. They will be able	to use these reporti	ing systems of the European and ng systems for different macroe-
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)
V + Ü (I	no info	rmation on SWS (weekly o	contact hours) and co	ourse language avail	able)
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
a) writt	en exa	mination (approx. 60 min	utes) or b) term pape	er (approx. 15 pages)	
Allocat	tion of	places			
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	Δ			
reaction	ing cyce				
Referre	ed to in	LPOI (examination regu	lations for teaching-c	legree programmes)	
Module	e appea	ars in			
		ee (1 major) Economathe	matics (2011)		
	-	ee (1 major) Business Info		011)	
1	-	ee (1 major) Business Ma	-		
	-	ee (1 major) Economics (2		,	
	-	ee (1 major) China Busine			
	-	ee (1 major) China Busine ee (1 major) Chinese and		012)	
1	-	ee (1 major) Chinese and			
		, , , ,			

5 numerical grade	Module					Abbreviation	
holder of the Chair of Public Finance Faculty of Business Management and Economics FTS Method of grading Only after succ. compL of module(s) To mumerical grade To mumerical graduate To model gr	•					12-M-F1-111-m01	
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Additional information Additional information Additional information Additional information Additional information Workload Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's vitit 1 major Chinese and Economics MUWürzburg • generated 26-Aug-2024 • exam. reg. da- page 96 / 169	a) written exa	mination (approx. 60 n	ninutes) or b) term pape	er (approx. 15 pages)			
Workload Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2014) Master's with 1 major Chinese and Economics	Allocation of	olaces					
Workload Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2014) Master's with 1 major Chinese and Economics							
Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2011)	Additional inf	ormation					
Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's with 1 major Chinese and Economics JMU Würzburg • generated 26-Aug-2024 • exam. reg. da-							
Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's degree (1 major) Economics (2011)	Workload						
Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's with 1 major Chinese and Economics MUWürzburg • generated 26-Aug-2024 • exam. reg. da- page 96 / 169							
Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's with 1 major Chinese and Economics MUWürzburg • generated 26-Aug-2024 • exam. reg. da- page 96 / 169	Teaching cycl	e					
Module appears in Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's with 1 major Chinese and Economics JMU Würzburg • generated 26-Aug-2024 • exam. reg. da- page 96 / 169							
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's with 1 major Chinese and Economics JMU Würzburg • generated 26-Aug-2024 • exam. reg. da- page 96 / 169	Referred to in LPO I (examination regulations for teaching-degree programmes)						
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's with 1 major Chinese and Economics JMU Würzburg • generated 26-Aug-2024 • exam. reg. da- page 96 / 169	 Module appea	ars in					
Master's degree (1 major) Business Information Systems (2011) Master's degree (1 major) Business Management (2011) Master's degree (1 major) Economics (2011) Master's with 1 major Chinese and Economics JMU Würzburg • generated 26-Aug-2024 • exam. reg. da- page 96 / 169			nematics (2011)				
	Master's degr Master's degr	ee (1 major) Business I ee (1 major) Business I	nformation Systems (20 Nanagement (2011)	011)			
	Master's with 1 majo (2012)	r Chinese and Economics			-	page 96 / 169	

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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

Module title			Abbreviation			
Social Insurance and the Welfare Sta	ate		12-M-F3-111-m01			
Module coordinator		Module offered by				
holder of the Chair of Public Finance	-		Management and E	conomics		
ECTS Method of grading	Only after succ. con	npl. of module(s)				
5 numerical grade						
Duration Module level	Other prerequisites					
1 semester graduate						
Contents Description: This module discusses the economic and provides students with deeper in retirement policy.	nsights into this topic v					
Contents: 1. Public intervention in insurance m 2. The insurance function of social se 3. Social security and social morale 4. The optimal health insurance cont 5. Alternative financing schemes for	Reading: lecture notes provided by Chair. Contents: 1. Public intervention in insurance markets 2. The insurance function of social security					
Intended learning outcomes	<u>s or public periorono</u>					
After completing the module "Theoridation of the social security system is cuss the financing and contract struct ze the consequences of policy reform Courses (type, number of weekly corticated to the social security of the social security system).	n a market economy. U ture of the public heal ns.	sing simple partial e th and pension syste	quilibrium models t m. Finally they are a	hey can dis-		
V + Ü (no information on SWS (weekl						
Method of assessment (type, scope, ster, information on whether module	language — if other th can be chosen to earn	an German, examina a bonus)	tion offered — if not	every seme-		
a) written examination (approx. 60 m	ninutes) or b) term pape	er (approx. 15 pages)				
Allocation of places						
Additional information						
Workload						
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
Master's degree (1 major) Economatl Master's degree (1 major) Business I Master's degree (1 major) Business N Master's degree (1 major) Economics	nformation Systems (2 Nanagement (2011)	011)				
Master's with 1 major Chinese and Economics (2012)		generated 26-Aug-2024 • exa (120 ECTS) Chinese and Econ		page 98 / 169		

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

Module title Abbreviation						
Optima	Optimal Tax Theory 12-M-F4-111-mo1					
Module	e coordi	inator		Module offered by		
holder	of the C	hair of Public Finance		Faculty of Business	Management and E	conomics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	numei	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
The cou for a ta pital. Examin studen Readin Outline 1. Optin 2. Optin	Description: The course will discuss the design of an optimal tax system. First, students will learn what criteria have to be met for a tax system to be optimal. Lectures will introduce key rules for taxing commodities as well as income and ca- pital. Examining specific taxation issues such as eco-tax, family taxation and the taxation of international enterprises, students will then gain more in-depth insights into these rules. Reading: Lecture notes will be provided. Outline of syllabus: 1. Optimal commodity taxation 2. Optimal income taxation					
		ation of families Il tax competition				
		ing outcomes				
They ar	e able t	to apply this concept to	s have a basic underst specific normative qu where they discuss sp	estions of tax policy	in practice. Students	
Course	s (type,	number of weekly con	tact hours, language –	- if other than Germa	n)	
V + Ü (r	no infor	mation on SWS (weekl	y contact hours) and co	ourse language avail	able)	
			language — if other the can be chosen to earn		tion offered — if not	every seme-
written	examir	nation (approx. 60 min	utes) or term paper (ap	prox. 15 pages)		
Allocat	ion of p	laces				
Additio	nal info	ormation				
Worklo	ad					
Workto	uu					
Teachi	ng cycl	2				
Referre	d to in	LPOI (examination reg	gulations for teaching-o	degree programmes)		
Module	e appea	rs in				
	-	ee (1 major) Economath				
	Master's degree (1 major) Business Management (2011)					
	-	ee (1 major) Economics				
	-	-	ness and Economics (2			
	-	ee (1 major) Chinese ar	ness and Economics (2 d Economics (2014)	2012)		
	-	Chinese and Economics		generated 26-Aug-2024 • exa	am reg da-	page 100 / 169
(2012)				(120 ECTS) Chinese and Econ		F 430 100 / 109



Module title				Abbreviation		
	nancial Market Data			12-M-FMO-111-m01		
Module coord	linator		Module offered by			
holder of the	Chair of Econometrics		Faculty of Business	Management and Econon	nics	
	od of grading	Only after succ. cor	npl. of module(s)			
	erical grade					
Duration	Module level	Other prerequisites	5			
1 semester	graduate					
Contents Description: The module covers the fundamentals, methods and concepts for the empirical analysis of financial market da- ta. The concept of market efficiency is explained and critically examined with reference to the random walk hy- pothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and app- lied in practice. Based on the findings, market microstructure models that can explain some important empiri- cal findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(I)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, the CAPM is discussed and examined, in particular, with regard to its empirical applicability.						
 Information Random wa Theoretical Event studi Univariate Models to a 	Outline of syllabus: 1. Information efficiency 2. Random walk 3. Theoretical market models 4. Event studies 5. Univariate modelling of time series data 6. Models to explain volatility (ARCH and GARCH) 7. Estimation of the capital asset pricing model					
Campbell, JY, Geyer, A.: Info schaftlichen Z Hamilton, JD: Mills, T.: Ecor		The Econometrics of F d Risiko. Aspekte der V rentz. Princeton University Pre nancial Time Series, C	/erteilung, Abhängigk ess.	nceton University Press. keit und Varianz von finanz Press.	zwirt-	
Intended lear	ning outcomes					
rical analysis programs suc students lear	Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empi- rical analysis of financial market data. They can autonomously perform statistical test decisions with statistics programs such as EViews or Gretl and critically analyze in terms of their economic importance. In addition, the students learn the independent handling of empirical capital market data and have at the end of the course the ability to develop also own functions and routines, for example for EViews.					
Courses (type	e, number of weekly cor	itact hours, language –	– if other than Germa	n)		
V + Ü (no info	rmation on SWS (week	y contact hours) and c	ourse language avail	able)		
Method of as	·	language — if other th	an German, examina	tion offered — if not every	seme-	
	mination (approx. 60 m		-			
Allocation of						
Additional inf	formation					
Master's with 1 majo (2012)	or Chinese and Economics	-	e generated 26-Aug-2024 • ex (120 ECTS) Chinese and Econ		102 / 169	

Workload

Teaching cycle

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

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Module appears in

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

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

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

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

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

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

Module	title				Abbreviation		
Manage	ment	and Leadership in Orga	anizations		12-MFO-111-m01		
Module	coord	inator		Module offered by			
holder o	f the (Chair of Business Mana	gement and Business	Faculty of Business	Management and E	conomics	
Informat					-		
		od of grading	Only after succ. com	pl. of module(s)			
5 1	nume	rical grade					
Duration	1 I	Module level	Other prerequisites				
1 semes	ter	graduate					
Contents	s						
Part I: The complexity of the modern work environment and the constantly changing organisational structures of com- panies lead to a demand for young mangers with a high diversity of expertise that are able to play their part in managing the organisational world. The lecture will provide students with an insight into the characteristics, tasks and instruments as well as the challenges of management in organisations and situations that are beco- ming ever more complex. Outline of syllabus: - Introduction Power in the daily management routine - Fundamentals of management in complex organisations - Tasks and instruments of management - Leadership in an intercultural context - Assurance of employability - Conclusion Management of supervisors and colleagues Part II: Today's world of work is characterised by con- tinuous change in a global context. Mergers, integrations and acquisitions - these are key terms in this context.							
that not The supp complex Outline of Introdu - Psycho - Approa - Measur	 tinuous change in a global context. Mergers, integrations and acquisitions - these are key terms in this context. The majority of change processes does not have the desired effect or even fails. This is not least due to the fact that not enough attention is paid to the complexity of these processes and to employees. The support and integration of successful change processes is a central responsibility of managers as well as a complex and central task that requires sound preparation. Outline of syllabus: Introduction - typical change scenarios Psychological basics and concepts Approaches and control in change projects Measures and instruments of change management The role of management 						
Intended	d learr	ning outcomes					
Intended learning outcomes Part I: Course objectives: - Provide a widespread insight into the current status of theory and practice regarding management in complex organizations - Introduction of essential tasks and instruments of managers and their apply to authentic cases. - To illustrate and reflect the tensions of management in complex situations and international context Part II: Course objectives: - Provide a widespread insight into the current status of theory and practice regarding changes - Introduction, suitability of daily use and critical reflection of essential concepts, models and methods - Foster the understanding for the necessity, complexity of changes as well as their constraints and barriers.							
Courses	(type.	, number of weekly con	tact hours, language —	if other than Germa	n)		
This mod compone 12 12	 Courses (type, number of weekly contact hours, language — if other than German) This module comprises 2 module components. Information on courses will be listed separately for each module component. 12-MFO-1-111: V (no information on SWS (weekly contact hours) and course language available) 12-MFO-2-111: V (no information on SWS (weekly contact hours) and course language available) 						
Master's with (2012)	n 1 major	Chinese and Economics		generated 26-Aug-2024 • exa (120 ECTS) Chinese and Econo		page 104 / 169	

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

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

Assessment in module component 12-MFO-1-111: General Management - Key Skills for Young Professionals

- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)

Assessment in module component 12-MFO-2-111: Managing Change

- 2 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)

Allocation of places

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Additional information

Workload

Teaching cycle

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

Module appears in

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

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

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

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

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

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

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

Module	e title				Abbreviation
Human	Resou	rce Management and In	dustrial Relations		12-M-HRM-111-m01
Modul	e coord	inator		Module offered by	
			o Managomant as d	-	Management and Free miss
Organi		Chair for Human Resourc	-		Management and Economics
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
Industi of hum	rial Rela an resc		nced theories, estima	tion techniques and	man Resource Management and empirical results from the areas
Intend	ed learı	ning outcomes			
	npirical				l theories, estimation techniques elations on the basis of scientific
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	an)
V + Ü (I	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)
ster, in	formati	on on whether module o	an be chosen to earn	a bonus)	tion offered — if not every seme-
a) writt	en exai	nination (approx. 60 mi	nutes) or b) term pape	er (approx. 15 pages)	
Allocat	ion of p	olaces			
		agement Master's and E ces will be allocated by		o restrictions. Polition	cal and Social Sciences Master's:
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	9			
Referre	ed to in	LPOI (examination reg	lations for teaching-	degree programmes)	
	<u></u>				
Module	e appea	irs in			
Master	's degr	ee (1 major) Economathe	ematics (2011)		
	-	ee (1 major) Business Ma	•		
	-	ee (1 major) Economics (、 、	
	-	ee (1 major) China Busin			
	-	ee (1 major) China Busin		2012)	
	-	ee (1 major) Chinese and ee (1 major) Chinese and			
	-	ee (1 major) Political and		.2)	
	2 2 2 5 1		(20)		

			Abbreviation			
Internet-Based Systems 12-M-IBS-102			12-M-IBS-102-m01			
Modula	e coord	inator		Module offered by		
		Chair of Information Sys	tome Engineering	-	Managament and F	conomico
	1			· · · · · · · · · · · · · · · · · · ·	Management and E	CONTONNICS
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio		Module level	Other prerequisites	i		
1 seme		graduate				
Conten	its					
	•	ovides an overview of t 2.0 etc.) and the strate	-		b-based platforms (e	electronic
Intend	ed lear	ning outcomes				
(i) Theo (ii) The meanir	oretical streng ngful ap	rovides students with k concepts of strategy de ths and weaknesses of pplication; f concepts to other situ	evelopment and imple different frameworks a	and approaches as w		s for their
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	ın)	
V + Ü (I	no infoi	mation on SWS (weekl	y contact hours) and co	ourse language avail	able)	
Metho	d of ass	essment (type, scope, on on whether module	language — if other th	an German, examina		every seme-
60 min ted 1:2 groups	iutes) o or c) oi	f assessment will be sp r b) presentation (appr ral examination (one ca pprox. 30 minutes) or c	ox. 20 minutes) with w ndidate each: approx.	ritten elaboration (a 10 to 15 minutes; gr	pprox. 15 to 20 page oups of 2: approx. 20	s), weigh-
Allocal						
Additio	onal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
	<u> </u>					
Deferre		IDO L (avamination rad				
Referre		LPOI (examination reg		degree programmes)		
	e appea					
	0	ee (1 major) Economath	. ,			
1	-	ee (1 major) Business Ir	•			
	Master's degree (1 major) Business Information Systems (2010)					
Master's degree (1 major) Business Management (2011)						
1	-	ee (1 major) Business M	-			
	-	ee (1 major) Economics				
	-	ee (1 major) Economics				
		ee (1 major) China Busi				
		ee (1 major) China Busi		2012)		
Master	's degr	ee (1 major) Chinese an	a Economics (2014)			
Master's w	rith 1 majo	Chinese and Economics	JMU Würzburg•	generated 26-Aug-2024 • ex	am. reg. da-	page 107 / 169
(2012)			-	(120 ECTS) Chinese and Econ	-	



Module					Abbreviation
International Marketing 12-M-IMM-102-m01					
Module coordinator Module offered by					
holder o ting	of the (Chair of Business Admini	stration and Marke-	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. com	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 semes	ster	graduate			
Conten	ts				
Description: The module builds on the knowledge acquired during the Bachelor's degree programme or the <i>Grundstudium</i> (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and internatio- nal contexts. These are explained mainly by Porter's diamond and cluster models. Another focus is on internatio- nalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for mar- ket entry and market development. Outline of syllabus: 1. Internationalisation of the economy and regional integration processes Globalisation - Competitiveness of countries, industries and companies in an international context 2. International strategic marketing decisions - Market entry forms - Market development strategies - Timing strategies - International organisation structures 3. Theories and strategies of internationalisation - Foreign trade theory - Multinational enterprise - Internationalisation strategies					
on).	, H. / B R. / Fa				tuttgart etc. (most recent editi- ement, Berlin etc. (most recent
Intende	ed learr	ning outcomes			
Student the inte of inter	ts acqu ernation nationa	uire in-depth skills in the nal context. Students ach	ieve particular exper	tise in the analysis, a	ment with particular attention to assessment and implementation marketing and management po-
Courses	s (type,	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V + Ü (n	io infor	mation on SWS (weekly o	contact hours) and co	ourse language availa	able)
Method	l of ass	· · · · · · · · · · · · · · · · · · ·	nguage — if other tha	an German, examina	tion offered — if not every seme-
written	examir	nation (approx. 60 minut	es)		
Allocati					
Additio	nal info	ormation			

Workload

Teaching cycle

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

Module appears in

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

Module title				Abbreviation		
Instruments of	of Strategic Controlling			12-M-INST-111-m01		
Module coord	linator		Module offered by	<u> </u>		
	Chair of Business Manag	ement, Controlling		Management and Economics		
and Accounti	-					
ECTS Meth	od of grading	Only after succ. con	npl. of module(s)			
5 nume	erical grade					
Duration	Module level	Other prerequisites				
1 semester	graduate					
Contents						
enterprises. T se techniques	he module covers analyti	cal and heuristic tecl osting, life cycle anal	nniques of planning sis, value chain ana	t of the strategic management of and control. In the context of the- alysis and various portfolio tech- oplication.		
Intended lear	ning outcomes					
control within hs and weakr	enterprises is acquired.	What is more, the mo	odule conveys obtair	f decision-making and behavior hing knowledge about the strengt- hstruments of strategic corporate		
Courses (type	e, number of weekly conta	ct hours, language –	- if other than Germa	an)		
V + Ü (no info	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)		
	sessment (type, scope, la ion on whether module c			ition offered — if not every seme-		
a) written exa	mination (approx. 60 mir	utes) or b) term pape	er (approx. 15 pages)			
Allocation of	places					
Additional inf	formation					
Workload						
Teaching cyc	le					
Referred to in	LPOI (examination regu	lations for teaching-	degree programmes)			
	0					
Module appe	ars in					
	ree (1 major) Economathe	matics (2011)				
-	Master's degree (1 major) Business Management (2011)					
-	ree (1 major) Economics (2					
-	ree (1 major) China Busine					
-	ree (1 major) China Busine		2012)			
-	ree (1 major) Chinese and					
master s degr	ee (1 major) Chinese and	ECONOMICS (2012)				

Modul	e title			Abbreviation			
Inform	ation Systems Research			12-M-ISR-102-m01			
Module coordinator Module offered by							
holder	of the Chair of Information S	ystems Engineering	Faculty of Business	Management and Economics			
ECTS	Method of grading	Only after succ. con	npl. of module(s)				
5	numerical grade						
Duratio	on Module level	Other prerequisites	i				
1 seme	ster graduate						
Conten	its						
	urse provides an overview o tional research in business		undations, theories, 1	research topics and methods			
Intend	ed learning outcomes						
(i) Expl (ii) Get (iii) Red	odule provides students with oration of classical themes ting to know the relevant pa cognition of the interfaces to in experience in finding and	of WI / IS research; radigms, theories and m o other areas of business	administration and r	management practice;			
Course	s (type, number of weekly c	ontact hours, language –	– if other than Germa	n)			
V + Ü (I	no information on SWS (wee	kly contact hours) and co	ourse language availa	able)			
ster, in The me 60 min ted 1:2	formation on whether modu ethod of assessment will be utes) or b) presentation (ap or c) oral examination (one	le can be chosen to earn specified at the beginnir prox. 20 minutes) with w candidate each: approx.	a bonus) ng of each exercise. a ritten elaboration (ap 10 to 15 minutes; gro	tion offered — if not every sen) written examination (approx oprox. 15 to 20 pages), weigh- oups of 2: approx. 20 minutes			
	of 3: approx. 30 minutes) o	c) completion of progra	mining exercises (as	specified)			
Allocat	ion of places						
Additio	onal information						
Worklo	ad						
Teachi	ng cycle						
Teacin							
Referre	ed to in LPO I (examination	egulations for teaching-	degree programmes)				
Module	e appears in						
Master	's degree (1 major) Economa	thematics (2011)					
	's degree (1 major) Business	•					
	's degree (1 major) Business	•	010)				
	's degree (1 major) Business						
	's degree (1 major) Business						
	's degree (1 major) Economi						
Master	's degree (1 major) Economi						
	Master's degree (1 major) China Business and Economics (2014)						
Master		cinocs and Economics (2012)				
Master Master	's degree (1 major) China Bu		2012)				
Master Master			2012)				
Master Master Master	's degree (1 major) China Bu	and Economics (2014)	2012) generated 26-Aug-2024 • exa	am. reg. da- page 112 / :			



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

Module	e title				Abbreviation
Coordi	nation,	Budgeting and Incentive	es in Enterprises		12-M-KOBO-111-m01
Module coordinator Module offered by					
		Chair of Business Manag	ement, Controlling		Management and Economics
and Ac					
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
course well as	first dis inform	scusses the role of accou	Inting in the context of ards, the most comm	of decision making a on instruments of be	lecentralised enterprises. The nd behavioural controlling as havioural controlling (budgeting, y and practice.
Intende	ed learı	ning outcomes			
Require	ements		behavioral controllin	g are discussed and	in enterprises. Knowledge about I competencies for deployment,
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	in)
V + Ü (r	no infor	mation on SWS (weekly	contact hours) and co	ourse language avail	able)
		s essment (type, scope, la on on whether module c			tion offered — if not every seme-
a) writt	en exai	mination (approx. 60 mir	nutes) or b) term pape	er (approx. 15 pages)	
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e			
			-		
Referre	d to in	LPOI (examination regu	lations for teaching-	degree programmes)	
		0		/	
Module	e appea	irs in			
		ee (1 major) Economathe	matics (2011)		
Master's degree (1 major) Business Information Systems (2011)					
Master's degree (1 major) Business Management (2011)					
	-	ee (1 major) Economics (:		、 、	
	-	ee (1 major) China Busin			
	-	ee (1 major) China Busing		2012)	
	-	ee (1 major) Chinese and ee (1 major) Chinese and			
mastel	5 uegli	ce (1 major) crimese allu	LCONOMICS (2012)		

Module title			Abbreviation		
Lot Sizing ar	ld Scheduling		12-M-LA-111-m01		
Module coordinator Module offered by			Module offered by		
holder of the Managemen		agement and Industrial	l Faculty of Business Management and Economics		
ECTS Meth	nod of grading	Only after succ. com	mpl. of module(s)		
5 num	erical grade				
Duration	Module level	Other prerequisites			
1 semester	graduate		tion of exercises as specified at the beginning of the		
<u> </u>		course is an admiss	sion prerequisite to assessment.		
Contents					
methods and	l models of lot sizing ar		tion planning and control. In addition, it develops is is on the determination of optimal production and anufacturing orders.		
Intended lea	rning outcomes				
tative model le students c can also arra tion planning	s for the derivation and an answer, analyze and nge the planning areas g and control.	assessment of alternati d structure questions of	ations and problems using mathematical and quanti tive courses of action. After completion of the modu- f production planning and control, goal-oriented. The s context and have an in-depth overview of the produ		
	•				
	· · · · · · · · · · · · · · · · · · ·	ontact hours) and cours			
		e can be chosen to earn	nan German, examination offered — if not every seme n a bonus)		
(approx. 20 i	ninutes), weighted 2:1 pages), weighted 2:1	or c) written examination	xamination (approx. 40 minutes) and presentation on (approx. 40 minutes) and written elaboration (ap- rox. 20 minutes) and written elaboration (approx. 15 t		
Allocation of	places				
Number of places: 20. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective respective degree and unber of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.					
Additional in	formation				
Workload					
Teaching cyo	le				

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

Module appears in

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

Management Methods 12-MM-111-m01 Module cordinator Module offered by holder of the Chair of Business Management and Business Information Systems Faculty of Business Management and Economics ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents
Nolder of the Chair of Business Management and Business Faculty of Business Management and Economics Information Systems Faculty of Business Management and Economics ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 1 semester graduate
Information Systems Only after succ. compl. of module(s) ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 1 semester graduate
5 numerical grade Duration Module level Other prerequisites 1 semester graduate
Duration Module level Other prerequisites 1 semester graduate
1 semester graduate
Contents
Description:
The module familiarises students with relevant management methods.
Content:
- Principles of Management
- Corporate strategy and processes
- Determination of strategy
- Performance tasks within the company
Intended learning outcomes
After completing the course "Mangementmethoden", students
(i) have substantial knowledge in the application of relevant management methods and
(ii) recognize their economic importance and consequences;
(iii) succumbed to an idea of the scope of managers[^] activities;(iv) recognize the challenges businesses to deal with and
(v) understand processes of an industrial company.
Courses (type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Allocation of places
Number of places: 20. Should the number of applications exceed the number of available places, 15 places will
be set aside for Master's students of Business Information Systems. (1) Should the number of applications ex-
ceed the number of available places, places will be allocated in a standardised procedure among all applicants
irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS
credits already achieved in the respective degree subject; among applicants with the same number of ECTS cre- dits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the re-
spective applicant; among applicants with the same number of subject semesters, places will be allocated by
lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully com-
pleted at least one module component of the respective module will be given preferential consideration. (2) Pla-
ces on all courses of the module component with a restricted number of places will be allocated in the same pro-
cedure. (3) A waiting list will be maintained and places re-allocated as they become available.
Additional information
Workload
Teaching cycle

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

Module appears in

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

Module title A			Abbreviation			
Microe	econometri	cs			12-M-MIK-111-m01	
Module	e coordina	tor		Module offered by		
holder	of the Cha	ir of Econometrics		Faculty of Business	Management and Economics	
ECTS	· · · · · · · · · · · · · · · · · · ·	of grading	Only after succ. com	pl. of module(s)		
5	numerica	ıl grade				
Duratio		odule level	Other prerequisites			
1 seme	ester gra	aduate				
Conten	nts					
This co trics 2" mum li proper dels is ted out ted. Outline 1. Maxi 2. Logi 3. Logi 4. Tobi 5. Mod 6. Dura 7. Haza Readin	Description: This course builds on the Master's courses "Ökonometrie 1" ("Econometrics 1") and "Ökonometrie 2" ("Econome- trics 2") and introduces students to different microeconometric models. In the first part of the course, the maxi- mum likelihood estimation procedure is introduced, its importance for estimating microeconometric models and properties of the estimators are explained and derived. Subsequently, a wide variety of micoreconometric mo- dels is motivated and explained and the advantages of these models over the linear regression model are poin- ted out. In addition, these models are estimated with different estimation methods and the results are interpre-					
	e: Econome recent edit	etric Analysis, Pearson ions)				
Intend	ed learning	g outcomes				
(i) und (ii) app ons; (iii) get (iv) gai	After finishing this course students are able to (i) understand the maximum likelihood method; (ii) apply, assess, and interpret the above introduced models and check for possible violation of the assumpti-					
Course	es (type, nu	umber of weekly conta	ct hours, language —	· if other than Germa	n)	
D (no i	nformation	n on SWS (weekly cont	act hours) and cours	e language available	2)	
		sment (type, scope, la on whether module ca			tion offered — if not every seme-	
a) writt	ten examin	ation (approx. 60 min	utes) or b) term pape	er (approx. 15 pages)		
	tion of plac					
Additio	onal inform	nation				

Workload

Teaching cycle

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

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Module appears in

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

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

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

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

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

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

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

Module	titla				Abbreviation
Manhating & Durind Management					
market		Stand Management			12-M-MM-111-m01
Module	e coord	inator		Module offered by	
holder ting	ofthe(Chair of Business Admini	stration and Marke-	Faculty of Business	Management and Economics
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
Description: At the beginning of the 21st century, marketing - until then interpreted as a market-oriented corporate manage- ment approach - was further developed to be seen as the entrepreneurial task of creating "shared value" for the organisation on the one hand and - broadly speaking - for society on the other hand. This idea leads to high re- quirements regarding the strategic sustainable positioning of the brand as well as brand management itself. Outline of syllabus: 1. Brand leadership and brand assessment 2. Brand leadership, identity and relevance according to David Aaker's approach 3. Brand strategies 4. Consumer behaviour 5. Market research methods and the development of brand strategies 6. Market research methods Intended learning outcomes Based on the theories of Meffert and Aaker, students will gain a profound understanding for brand leadership, which will be deepened by many pracital implications and examples. Provided by cases studies and market re-					
stainab	ole brar	nd management.		·	ge for consumer behavior and su-
		, number of weekly conta			
		mation on SWS (weekly o			
		sessment (type, scope, la ion on whether module ca			ition offered — if not every seme-
written	exami	nation (approx. 40 minut	es) and group presen	tation (approx. 20 m	ninutes), weighted 2:1
Allocat	ion of _l	olaces			
Number of places: 35. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.					
Additio	nal inf	ormation			
Worklo	ad				

Teaching cycle

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

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Module appears in

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

Module title Abbreviation						
Multinational Enterprises 12-M-MNE-111-m01						
Modul	Module coordinator Module offered by					
		Chair of Public Finance		-	Management and E	conomics
ECTS		od of grading	Only after succ. con	· · ·		cononnes
5	1	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ester	graduate				
Conter	nts					
This m	odule v	vill be discontinued, no	courses are offered cu	rrently or will be offe	ered in future.	
This m	ay be d	ue to one of the followir	ig reasons:			
• t	he lecti	lule belongs to a versior urer who offered the cou cents are no longer taug	rse is no longer emple	oyed at the Universit	y of Würzburg	d students
1	ore infor	mation, please contact s.	the Office of the Dean	of Studies of the Fac	culty of Business Ma	nagement
Intend	ed lear	ning outcomes				
Due to module		k of relevance, no learni	ng outcomes descript	ion is available beca	ause no courses are	held for this
Course	es (type	, number of weekly cont	act hours, language –	- if other than Germa	ın)	
V (no i	nformat	tion on SWS (weekly cor	itact hours) and cours	e language available	2)	
		Sessment (type, scope, l on on whether module			tion offered — if not	every seme-
a) writt	ten exa	mination (approx. 120 m	inutes) or			
		ation (approx. 15 minut	es)			
-	-	ssessment: English ffered: once a year, sum	imer semester			
	tion of J					
		agement Master's and I	conomics Master's r	o restrictions Appli	ed Human Geograph	v Master's•
		ces will be allocated by				y muster s.
Additio	onal inf	ormation				
Worklo	bad					
Teachi	ng cycl	e				
	0 . 7	-				
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
Module appears in						
		ee (1 major) Economath	ematics (2011)			
Master	r's degr	ee (1 major) Business In	formation Systems (2	011)		
	-	ee (1 major) Business M	-			
1	-	ee (1 major) Economics		``		
Master	r's degr	ee (1 major) China Busir	iess and Economics (2	2014)		
Master's w (2012)	/ith 1 majo	r Chinese and Economics	-	generated 26-Aug-2024 • ex (120 ECTS) Chinese and Econ	-	page 123 / 169



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

					Abbreviation		
Strategic Networks in Industry							
Module	e coord	inator		Module offered by			
holder ting	of the (Chair of Business Admi	nistration and Marke-	ke- Faculty of Business Management and Economics			
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
non of e fication The foc ble inne Outline 1. Strat 2. Trans pliers 3. Mana 4. Clust 5. Susta Intende By the e more st Course V + Ü (r	The primary object of this course is to gain a detailed understanding of strategic networks and of the phenome- non of clustering in the industrial industry. The example of the international automotive industry is used for clari- fication of the theoretical contents. The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustaina- ble innovations - as well as the different strategy types of sustainable innovations. Outline of syllabus: 1. Strategic networks and clusters in industrial industries such as the automotive industry 2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and sup- pliers 3. Management of business types, in particular the business of suppliers in the automotive industry 4. Cluster and entrepreneurship activities 5. Sustainable innovation strategies Intended learning outcomes By the end of the course, students gain a profound understanding above the basics of network research. Further- more students will aquire sectoral knowledge of the automotive industry as well as detailed cluster skills. Courses (type, number of weekly contact hours, language — if other than German) V + Ü (no information on SWS (weekly contact hours) and course language available)						
ster, in	formati	sessment (type, scope, ion on whether module nation (approx. 40 min	can be chosen to earn	a bonus)		-	
					initites), weighted 2	•1	
Allocat							
Number of places: 30. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.							
Additio	nal inf	ormation					
Workload							
Teachi	ng cycl	e					
Referre	d to in	LPOI (examination reg	gulations for teaching-o	degree programmes)			
 Master's wi (2012)	ith 1 majo	r Chinese and Economics	_	generated 26-Aug-2024 • ex (120 ECTS) Chinese and Econ	-	page 125 / 169	

Module appears in

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

Module title					Abbreviation		
Strategic Management of Innovation and Growth 12-M-MWT-111-r					12-M-MWT-111-m01		
Modul	e coord	inator		Module offered by			
holder	of the (Chair of Entrepreneurs	nip and Strategy	Faculty of Business	Management and E	conomics	
ECTS		od of grading	Only after succ. con	npl. of module(s)			
5		rical grade					
Duratio		Module level	Other prerequisites	i			
1 seme		graduate					
Conter	its						
quire the ted to the les in the on, the how pl tegies	In this course, students will acquire an overview of the strategic aspects of innovation management. They will acquire the knowledge necessary to understand the range, scope and complexity of the issues and problems related to the strategic management of innovations. The lecture will focus on innovation teams and the different roles in the innovation process. It will also discuss how users can be involved in the innovation process. In addition, the course will address the concepts of open innovation, lean innovation and crowdsourcing and will discuss how platform strategies can be used for the new product development process as well as what market entry strategies and patent management strategies are currently used. Practical examples and case studies will be used to provide students with a better understanding of the theoretical concepts.						
Intend	ed lear	ning outcomes					
• 1 • 1 • 1 • 1	 At the end of the module students are able to understand: The tasks of the strategic innovation management The state of the art and importance of innovations The current trends in strategic innovation management The importance of patent strategies The market entry strategies Concepts of the marketing mix 						
			itact hours, language –	- if other than Germa	n)		
V + Ü (no infoi	mation on SWS (week	y contact hours) and co	ourse language avail	able)		
			language — if other th can be chosen to earn		tion offered — if not	every seme-	
10 pag b) writt Langua	es), ter ten exa age of a	e ,	German				
Allocat	ion of p	olaces					
	-						
Additio	onal inf	ormation					
Worklo	ad						
Teachi	ng cycl	e					
Referre	ed to in	LPOI (examination re	gulations for teaching-	degree programmes)			
	e appea						
	-	ee (1 major) Economati					
Master's w (2012)	ith 1 majo	Chinese and Economics	-	generated 26-Aug-2024 • ex (120 ECTS) Chinese and Econ	-	page 127 / 169	

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

Module title					Abbreviation	
		al Equilibrium Models			12-M-NGM-111-m01	
Module	e coord	inator		Module offered by		
	· · · · · ·	Chair of Public Finance	-	Faculty of Business	Management and E	conomics
ECTS		d of grading	Only after succ. con	npl. of module(s)		
5	<u> </u>	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	I	graduate				
Conten	ts					
This co ty etc.). field ar tribute kets ar Outline 1. Prog 2. Solu 3. The c 3. Polic Readin	Description: This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social securi- ty etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redis- tribute between different generations and also within generations, how they may improve risk sharing when mar- kets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy. Outline of syllabus: 1. Programming with FORTRAN and application of numerical methods 2. Solution techniques for dynamic programming problems 3. The overlapping generations model (OLG) with uninsurable income risk 3. Policy analysis in the stochastic OLG model					
		will be provided.				
Intende	ed learr	ning outcomes				
(i) edit (ii) imp	and so lement	ve stochastic economi small scale economic	ational Economics - Ac c problems using adva models on the comput policy reforms and inter	nced numerical tech er;	niques;	c term.
Course	s (type,	number of weekly con	tact hours, language –	- if other than Germa	n)	
V + Ü (r	no infor	mation on SWS (weekl	y contact hours) and co	ourse language availa	able)	
			language — if other the can be chosen to earn		tion offered — if not	every seme-
a) writt	en exar	nination (approx. 60 m	inutes) or b) term pape	er (approx. 15 pages)		
Allocat	ion of p	olaces				
Additio	onal info	ormation				
Worklo	ad					
Teachi	ng cvcl	9				
Referre	d to in	LPOI (examination re	gulations for teaching-	degree programmes)		
				203.00 p.03.000)		
Module	annea	rs in				
Master Master	's degre 's degre	ee (1 major) Economath ee (1 major) Business A ee (1 major) Economics	lanagement (2011)			
Master's w (2012)	ith 1 major	Chinese and Economics		generated 26-Aug-2024 • exa (120 ECTS) Chinese and Econo	-	page 129 / 169

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

Module	e title		Abbreviation				
Manag	Management of Corporate Sustainability 12-M-NUF-111-mo1						
Module coordinator				Module offered by			
holder of the Chair of Entrepreneurship and S			and Strategy	Faculty of Business	Management and Economics		
ECTS Method of grading Only after suc			Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites	i			
1 seme	ster	graduate					
Conten	Its						
First, e nesses lity as v	odule ir ssentia within well as mic perf	society is discussed. Aft	inability and corpora erwards, the module l management with p	te social responsibil addresses different	ity are explained, the role of busi- aspects of corporate sustainabi- ne dimensions of corporate and		
1. Basi 2. Busi 3. Syst 4. Sust 5. Ope	 Content: Basic overview of sustainability and (legal) frameworks Business and society System theory Sustainable as well as eco-innovation Operational sustainability management (sustainable strategies, environmental performance indicators) The impact of environmental and social management on corporate performance and competitiveness 						
Intend	ed learı	ning outcomes					
After successfully completing the module "Sustainability Management", students will be able to (i) explain and define the basic principles and concepts of Sustainability Management as well as to deal with the contributions and aspects of sustainable development in a critical way; (ii) assess and analyse the complex problems and implementation strategies of Sustainability Management ba- sed on the gained knowledge and experiences of this course; (iii) evaluate different strategic and operational approaches of Sustainability Management as well as to transfer							
		hes onto various case st , number of weekly conta		- if other than Germa	ın)		
		mation on SWS (weekly o					
Metho	d of ass		nguage — if other th	an German, examina	tion offered — if not every seme-		
		nination (approx. 60 min ssessment: English or Ge		er (approx. 15 pages)			
Allocat	ion of p	olaces					
Additional information							
Workload							
Teachi	Teaching cycle						
	3 3, 50	-					
Referre	ad to in	LPOI (examination regu	lations for teaching	degree programmoc)			
Referre				acgree programmes)			
 Module	e appea	irs in					

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

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

Module title					Abbreviation		
	Econometrics 1 12-M-OE1-111-mo1						
Module coordinator			Module offered by				
holder of the Chair of Econometrics Faculty of Business Management and Economi					cs		
ECTS	CTS Method of grading Only after succ. compl. of module(s)						
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	Its						
This mo del. In dule ex ces tes	Description: This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression mo- del. In particular, model assumptions and properties are discussed and formally motivated. In addition, the mo- dule examines linear restrictions on the models explanatory variables as well as dummy variables and introdu- ces tests to verify simple and multiple linear restrictions. Linear algebra is used as formal aid.						
1. Rand 2. Impo 3. Poin 4. Simp 5. Mod 6. Mod 7. Simp 8. Mult 9. Line	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						
Intende	ed learr	ning outcomes					
The students acquire knowledge of the basics, concepts and methods used in the classical linear regression mo- del and understand the role of econometrics in science and data analysis. In particular, they learn how to analy- tically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to state and motivate formally the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students are able to test multiple linear restrictions on the parameters and are able to apply these tests to real economic, business and social science questions. The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Micro- econometrics" und "Financial Econometrics".							
Course	s (type,	number of weekly con	tact hours, language –	- if other than Germa	n)		
1) V + Ü	no infor	mation on SWS (weekl	y contact hours) and c	ourse language avail	able)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)							
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)							
Allocation of places							
Additio	onal info	ormation					
Worklo	ad						
Master's w (2012)	ith 1 major	Chinese and Economics	-	generated 26-Aug-2024 • exa (120 ECTS) Chinese and Econ		3 / 169	

Teaching cycle

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

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Module appears in

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

Module title					Abbreviation		
Econor	Econometrics 2 12-M-OE2-111-m01						
Modul	e coord	inator		Module offered by			
holder	older of the Chair of Econometrics		Faculty of Business	Management and Economics			
ECTS				pl. of module(s)			
5	nume	rical grade					
Duratio		Module level	Other prerequisites				
1 seme	ester	graduate					
Conter	its						
This m Partly a well as I")) are tion.	Description: This module deals with the basics, concepts and methods of the generalised least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedastiticy and autocorrela- tion. Linear algebra is used as formal aid.						
1. Spec 2. Mult 3. Hete 4. Auto	ticolline erosked ocorrela	n analysis earity					
Intend	ed learı	ning outcomes					
Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generali- zed linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) so that they are able to re- cognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the Estimation methods in scientific work and to work independently on adequate implementation of empirical analyzes to answer selected (economic) scientific issues if available data with the above-mentioned Involve problems. The competences acquired in this course serve as a prerequisite for "Econo- metrics III", "Microeconometrics" und "Financial Econometrics".							
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)		
V + Ü (no infor	mation on SWS (weekly o	contact hours) and co	ourse language avail	able)		
		essment (type, scope, la on on whether module ca	0 0		tion offered — if not every seme-		
a) writt	en exa	mination (approx. 60 min	utes) or b) term pape	er (approx. 15 pages)			
Allocat	tion of p	olaces					
Additio	onal inf	ormation					
Workload							
Teachi	ng cycl	e					
	0.,						
Referre	ed to in	LPO I (examination regu	lations for teaching-	legree programmes)			
Modul	e appea	irs in					
mouut	c appeo						

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

Module	e title		Abbreviation			
Econor	netrics	3		12-M-OE3-111-m01		
Module	e coord	inator		Module offered by		
holder of the Chair of Econometrics				Faculty of Business Management and Economics		
ECTS	Methe	od of grading	Only after succ. com	pl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
This mo sed lea the ins models includi Linear a Outline 1. Error 2. IV es 3. Gene 4. Distr	Description: This module deals with advanced econometric methods and concepts based on the classical and the generali- sed least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalised method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in uni and multivariate econometric times series analysis, including (non)stationarity, integration, cointegration. Linear algebra is used as formal aid. Outline of syllabus: 1. Error-in-variables 2. IV estimation 3. Generalised least squares estimation 4. Distributed lag models					
6. Dete 7. Integ	rminist grated a	uni and multivariate proce tic and stochastic trends and cointegrated process				
		ning outcomes				
The students acquire thorough understanding of advanced methods and concepts in econometrics. They are fa- miliarized with diverse error-in-variables issues and capable of handling them appropriately. After the course, students understand the generalized methods of moment (GMM) and the instrumental variable (IV) estimator to an extent that they can discuss their pros and cons, apply these to selected questions in quantitative econo- mics, and understand scientific papers using these methods. Furthermore, they become acquainted with selec- ted 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.						
Course	s (type	, number of weekly conta	ct hours, language —	- if other than Germa	ın)	
V + Ü (r	no info	rmation on SWS (weekly o	contact hours) and co	ourse language avail	able)	
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
a) writt	en exa	mination (approx. 60 min	utes) or b) term pape	er (approx. 15 pages)		
Allocation of places						
Additional information						
Worklo	ad					
Teachi	ng cvcl	e				

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

Module appears in

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

Modul	e title		Abbreviation				
Labor I	Labor Market Economics 12-M-OEA-111-m01						
Modul	e coord	inator		Module offered by			
holder	holder of the Chair of Economic Order and Social Policy			Faculty of Business Management and Economics			
ECTS	1	od of grading	Only after succ. compl. of module(s)				
5 numerical grade							
Duration Module level Other prerequisites							
	1 semester graduate						
Conter							
market	course, t. The co	students will acquire ar ourse will discuss econo loyment.					
1. Labo 2. Why 3. Wha	has Ge t policy	abus: ket empirics ermany not been able, fo r is best suited to tackle be break through the rigid	labour market proble	ems?			
Basic reading: BORJAS, G. J. (2010): Labor Economics. 5th ed., Boston etc. EHRENBERG, R.G./SMITH, R.S. (1996): Modern Labor Economics, 6th ed., Addison-Wesley, Amsterdam. FRANZ, W. (2009): Arbeitsmarktökonomik. 7th ed., Berlin etc. JAHN, E. J./ WAGNER, T. (2004): Neue Arbeitsmarkttheorien, 2nd ed., Lucius & Lucius, Stuttgart. LANDMANN, O./ JERGER, J. (1999): Beschäftigungstheorie, 1st ed., Springer, Berlin. LAYARD, R. / NICKELL, S. / JACKMAN, R. (2005): Unemployment; Marcroeconomic Performance and the Labour							
		d., Oxford University Pre ning outcomes					
		receive an understanding identify and to evaluate				They will also	
Course	s (type	, number of weekly conta	act hours, language -	– if other than Germa	ın)		
V + Ü (no infoi	mation on SWS (weekly	contact hours) and c	ourse language avail	able)		
		sessment (type, scope, lation on whether module c			tion offered — if not	: every seme-	
a) writt	en exa	mination (approx. 60 mir	nutes) or b) term pap	er (approx. 15 pages)			
Allocat	tion of p	olaces					
Additio	onal inf	ormation					
Workload							
Teachi	ng cycl	e					
Referre	ed to in	LPOI (examination regu	ulations for teaching-	degree programmes)			
	e appea						
Master	's degr	ee (1 major) Economathe	ematics (2011)				
Master's w (2012)	ith 1 majo	r Chinese and Economics		• generated 26-Aug-2024 • ex (120 ECTS) Chinese and Econ	-	page 139 / 169	

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

Module title		Abbreviation					
Principles of E	uropean Regulation	12-M-PRE-111-m01					
Module coordi	nator		Module offered by				
holder of the Chair of Industrial Economics Faculty of Business Ma			Management and E	conomics			
·	od of grading	Only after succ. cor	npl. of module(s)				
5 numer	rical grade						
Duration	Module level	Other prerequisites	Other prerequisites				
1 semester	graduate						
Contents							
	xamines the regulatior : theory and practice	n of traditional network	industries (railroads	s, electricity, telecom	ımunicati-		
1. Overview of 2. Overview of 3. Overview of 4. Political eco 5. Natural mon 6. Price regula 7. Procuremen 8. Network acc	Outline of syllabus: 1. Overview of the regulation of railroads in Gemany and Europe in practice 2. Overview of the regulation of the electricity industry in Gemany and Europe in practice 3. Overview of the regulation of the telecommunications industry in Gemany and Europe in practice 4. Political economy of regulation 5. Natural monopoly and price regulation under ideal conditions 6. Price regulation under realistic circumstances 7. Procurement: advantages and disadvantages 8. Network access regulation						
Intended learn			11				
(i) describe ce (ii) identify and	ntral problems in regu d apply the appropriat advantages and disa	dule, students wiil be a lation of the traditional e results from Industria dvantages of existing re	network industries; Organization;	ns by using results fr	om the indu-		
Courses (type,	number of weekly cor	ntact hours, language –	– if other than Germa	n)			
V (no informat	ion on SWS (weekly co	ontact hours) and cours	e language available	<u>a)</u>			
		language — if other th can be chosen to earn		tion offered — if not	every seme-		
a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups							
Allocation of p	laces						
Additional info	ormation						
Workload							
Teaching cycle							
Referred to in	LPOI (examination re	gulations for teaching-	degree programmes)				
Module appea	rs in						
Master's degre	ee (1 major) Economatl	nematics (2011)					
Master's with 1 major (2012)	Chinese and Economics		generated 26-Aug-2024 • ex (120 ECTS) Chinese and Econ		page 141 / 169		

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

- ·	e title				Abbreviation	
Project	t Manag	gement and Controlling			12-M-PROM-111-m01	
Module	e coord	inator		Module offered by		
holder of the Chair of Business Management, Controlling				· · ·	Management and Economics	
	countir	•				
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	numerical grade					
Duratio	on	Module level	Other prerequisites	5		
1 semester graduate						
Conten	Its					
of proje jects, t various tential	ect mai heir po s projec applica	nagement and controlling ssible success factors, m at phases as well as appr ations of these instrumer	g within enterprises. I nethods and instrume oaches to multi-proje	It covers characterist ents of the controllin	and methods used in the contex tic features and structures of pro g and management of projects i e theoretical basis as well as po-	
Intend	ed lear	ning outcomes	,			
Initially knowledge about fundamental requirements concerning instruments of project management and con- trolling is acquired. What is more the module conveys knowledge about strengths and weaknesses and there- with fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and -controlling are obtained as well as skills within the practical use of the project management software MS Project.						
Course	s (type	, number of weekly conta	act hours, language –	– if other than Germa	an)	
V + Ü (ı	no info	rmation on SWS (weekly	contact hours) and c	ourse language avai	lable)	
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Module	e title		Abbreviation			
Quantitative Economic Policy					12-M-QWP-111-m01	
Module	e coord	inator		Module offered by		
holder of the Chair of Econometrics				•	Management and Economics	
ECTS		od of grading	Only after succ. com	Only after succ. compl. of module(s)		
5	-	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten	ts	0	<u> </u>			
Outline		ahus				
		tasks of quantitative eco	onomic policy			
		e economic policy in the				
		als of systems and contro				
		c models				
		n theory and policy in dy				
		antitative economic polic	y			
1		ning outcomes				
					tive economic policy. They are oncrete economic problems.	
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)	
-		ion on SWS (weekly cont				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
a) writt	en exa	mination (approx. 60 min	utes) or b) term pape	er (approx. 15 pages)		
Allocat	ion of _l	olaces				
Additio	nal inf	ormation				
Worklo	ad					
Teachi	ng cycl	e				
Referre	d to in	LPOI (examination regu	lations for teaching-d	legree programmes)		
Module appears in						
	-	ee (1 major) Economathe				
	-	ee (1 major) Business Ma				
	-	ee (1 major) Business Ma	-			
	-	ee (1 major) Economics (2		、 、		
	-	ee (1 major) China Busine				
	-	ee (1 major) China Busine		012)		
1		ee (1 major) Chinese and				
Master	Master's degree (1 major) Chinese and Economics (2012)					

Module	e title				Abbreviation
Accounting and Capital Markets					12-M-REKA-111-m01
Module	e coord	inator		Module offered by	
holder of the Chair of Business Management, Controllin and Accounting				1	Management and Economics
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5		rical grade		• • • •	
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
as their text, ar ters. Ba	r impac 1 econc ased or heories	t on internal and externation omic perspective has price the theoretical foundat s, typical issues concernation	al recipients under co prity over detailed leg ions of information eq	nsideration of the in al arrangements and conomics as well as	possible configurations as well stitutional setting. In this con- I regulations by the standard set- decision-making and balance II as financial accounting and pu-
,		ning outcomes	_		
nomic i ge abo valuati market	impact ut poss on star s are co	s of the configuration of ible impacts of changes idards, publicity rules or onsidered.	management and fina in institutional gener regulations about the	ancial accounting. W ral frameworks is cov e distribution of prof	ns the understanding of the eco- hat is more, extensive knowled- rered. For example, changes in its in enterprises and on capital
		, number of weekly conta			
		mation on SWS (weekly			
ster, in	formati	ion on whether module c	an be chosen to earn	a bonus)	tion offered — if not every seme-
		mination (approx. 60 min	nutes) or b) term pape	er (approx. 15 pages)	
Allocat	ion of _l	olaces			
Additio	onal inf	ormation			
Worklo	ad				
Teachi	ng cycl	e	_		
Referre	ed to in	LPOI (examination regu	ulations for teaching-	degree programmes)	
Module					
Master Master Master	's degr 's degr 's degr	ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) Economics (ee (1 major) China Busin ee (1 major) China Busin	anagement (2011) 2011) ess and Economics (2	•	
Master	's degr	ee (1 major) Chinese and	l Economics (2014)		
Master	's degr	ee (1 major) Chinese and	Economics (2012)		

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

	e title			<u>.</u>	Abbreviation
Strateg	gic Sup	ply Management			12-M-SBM-111-m01
Module	e coord	inator		Module offered by	<u> </u>
			rement and Industrial	•	Management and Economics
Manage					Management and Leonomies
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5	·	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme		graduate			successful completion of exerc
2 0 0 0		3.444440		he beginning of the	•
Conten	tc				
			<u> </u>	·	
(purcha	asing, r		procurement logistics		ly function of the company portance is analysed and basic
Intende	ed learı	ning outcomes			
		-	mance-oriented optin	nization of all procur	rement activities to develop lon
					ule students are able to prepa-
					issues of strategic procuremen
					the procurement and to describ
	scuss th	neir strategic importance	e and dominate essen	tial methods and pro	ocedures used in this area to a
ply.					
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	ın)
S (no ir	nformat	ion on SWS (weekly con	tact hours) and cours	e language available	2)
				0 0	/
Method	d of ass	essment (type, scope, l	anguage — if other th		ition offered — if not every sem
		essment (type, scope, l on on whether module c		an German, examina	
ster, in	formati	on on whether module of	can be chosen to earn	an German, examina a bonus)	
ster, in a) writt (approx	formati en exai x. 20 m	on on whether module on nination (approx. 60 mi inutes), weighted 2:1 or	can be chosen to earn nutes) or b) written ex c) written examinatio	an German, examina a bonus) camination (approx. n (approx. 40 minute	tion offered — if not every sem 40 minutes) and presentation es) with written elaboration (ap
ster, int a) writt (approx prox. 1 <u>9</u>	formati en exai x. 20 m 5 to 20	on on whether module on nination (approx. 60 mi inutes), weighted 2:1 or pages), weighted 2:1 or	can be chosen to earn nutes) or b) written ex c) written examinatio	an German, examina a bonus) camination (approx. n (approx. 40 minute	ition offered — if not every sem 40 minutes) and presentation
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Module title				Abbreviation		
Strateg	gic Mar	keting			12-M-SM-102-m01	
Module	e coord	inator		Module offered by	<u> </u>	
		Chair of Business Admi	nistration and Marke-		Management and E	conomics
ting						
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites	i		
1 seme	ster	graduate				
Conten	ts					
ve and Conten Based of discuss focus of Outline 1. Com 2. Mark 3. Obje 4. Com 5. Grow 6. Futur	dule ra dynam t: on the ses the f the m of syll petitive ceting s ctives petitive rth stra re tech	aises awareness in stud ical competitive proces marketing strategies as roots of the concept of odule is on thinking in abus: e dynamics requires str strategies, stakeholder and tasks of corporate e forces, strategies and tegies and marketing n nologies, new business principles of responsib	ss. s well as the stakehold f strategy in marketing competitive advantage ategy and leadership management and entre governance in manage benefits according to nyths ses and dynamic capat	er and entrepreneurs based on Drucker, Po es, which is directly n epreneurship ment practice Michael Porter	ship approaches, th orter, Ansoff and Mi	is module ntzberg. The
Eschen bis Ulri Freema Grant, I ternehr Hinterh Verlag, Hunger Gabler, Johnson Hall Ha Kotler, Laasch ty, and Meffert rung, 12 Meyer, nehmu Müller- führen, Porter, Porter,	d, CI (1) bach, J ch, 5th n, RE (R. M.; N mensst uber, I Berlin berg, Wiesb n, G.; S rlow. P.; Ber , O.; Co Ethics , H.; Bu th ed. M. (19 M, (20	H. (2012): Strategische	nesch, H. (2008): Strate I Stuttgart. gement: A Stakeholder egisches Management: son Munich. ne Unternehmensführu s Management in Unter n, R. (2009): Fundamen (10): The Quintessence Principles of Responsil g, M. (2012): Marketing anisation der Industrie: (1): Strategisches Mana suttgart. trategie, Econ Munich. le Spitzenleistungen	egische Konzepte: M Approach, Cambridg Analyse, Entwicklur ng I. Strategisches rnehmen: Ziele Pro tals of Strategy, 1st e of Strategic Manage ble Management: Glo g Grundlagen markf Netzwerkarrangeme gement Wie strateg (Original: Porter, M.: erreichen und beha	anagement-Ansätze e University Press. g und Implementien Denken, 8th ed., Er zesse Verfahren, 7 ed., Financial Times ment, Springer, Hei obal Sustainability, I torientierter Unterne ents zwischen Markt gische Initiativen zu On Competition, Bo	e von Ansoff rung von Un- ich Schmidt 7th ed., and Prentice delberg. Responsibili- ehmensfüh- und Unter- m Wandel oston, 1998.)
Master's wi (2012)	ith 1 majo	r Chinese and Economics		generated 26-Aug-2024 • ex (120 ECTS) Chinese and Econ		page 148 / 169

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

Intended learning outcomes

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

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

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

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

written examination (approx. 60 minutes)

Allocation of places

Additional information

Workload

--

Teaching cycle

--

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

Module appears in

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

Master's degree (1 major) Business Management (2010)

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

Master's degree (1 major) Economics (2010)

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

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

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

Module	title				Abbreviation
Econon	nics of	Tax Planning			12-M-SP-111-m01
Module	e coord	inator		Module offered by	
holder of the Chair of Business Management and Business Faculty of Business Management and Econom					Management and Economics
Taxatio					
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
dels for ees. Th	r invest erefore		g decisions, firm valu rate and personal inc	uation, divident polic	e integrated into standard mo- cy and remunaration of employ- ed.
Intende	ed lear	ning outcomes			
(i) com nance; (ii) und evaluat sing;	bine th erstanc tion of i	d the effect of taxes on fu	ndamental economic ets, forms of remune	decisions, e.g. inve	s of corporate and personal fi- stment and financing decisions, including managing and asses-
		, number of weekly conta	-	if other than Gorma	n)
		mation on SWS (weekly conta			
ster, in written Langua	formati examii ge of a	on on whether module ca nation (approx. 60 minut ssessment: German, Eng	an be chosen to earn es)		tion offered — if not every seme-
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
Teachi		<u>م</u>			
	-5 - 9 - 1	•			
Deferre	d to in	IPOL (ovamination reas	lations for toaching	lagroo programmes)	
Releffe		LPOI (examination regu	iations for teaching-0	regree programmes)	
		•			
Module					
Master	's degr	ee (1 major) Economathe ee (1 major) Business Info ee (1 major) Business Ma	ormation Systems (20	011)	
	-	ee (1 major) Economics (2	• • •		
	-	ee (1 major) China Busine		-	
		ee (1 major) China Busine		.012)	
	-	ee (1 major) Chinese and			
Master	s degr	ee (1 major) Chinese and	ECONOMICS (2012)		

Master's with 1 major Chinese and Economics	JMU Würzburg • generated 26-Aug-2024 • exam. reg. da-	page 150 / 169
(2012)	ta record Master (120 ECTS) Chinese and Economics - 2012	

	e title				Abbreviation	
Strateg	gic Proc	luction Management			12-M-SPM-111-m01	
Module	e coord	inator		Module offered by	<u> </u>	
holder	of the (Chair of Business Manag	ement and Industrial	Faculty of Business	Management and E	conomics
Manag				,		
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate	Admission prerequi			on of exerci-
Conten	ts					
ning an Studen cal moo princip	nd cont its will dels wi les of v	vill discuss contents and rol concepts. become familiar with the Il be used for analysing b value structure optimisat cical models.	e essentials of strateg both economic and ec	ic production manag ological issues. In a	gement. Theoretical a ddition, the module	and analyti- will discuss
		ning outcomes				
strateg the ma concep	y struct in strat its for t	on of the module studer tured and goal-oriented i egic tasks and objective he production in realistic	in a global context usi s in production mana c application situatior	ing appropriate meth gement and evaluat ns.	nods. Furthermore, t e and apply planning	hey know
		, number of weekly conta				
S (no ir	nformat	tion on SWS (weekly con	tact hours) and cours	a languaga availahlu		
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		sessment (type, scope, la ion on whether module c	anguage — if other tha	an German, examina		every seme-
ster, in a) writt (approx prox. 1	formati en exa x. 20 m 5 to 20		anguage — if other tha an be chosen to earn nutes) or b) written ex c) written examination	an German, examina a bonus) amination (approx. n (approx. 40 minute	tion offered — if not 40 minutes) and pre es) with written elab	sentation oration (ap-
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ster, in a) writt (approx prox. 1 <u>4</u> to 20 p Allocat Numbe allocate lowing subject ta 2 (2 <u>5</u> numbe proced ve mod ted nur located	formati en exat x. 20 m 5 to 20 ages), ion of pla ed in a quotas t; amor 5% of p r of sub ure, ap lule wil mber of a as the	ion on whether module of mination (approx. 60 min inutes), weighted 2:1 or pages), weighted 2:1 or weighted 1:1 blaces tees: 20. Should the num standardised procedure is: Quota 1 (50% of places og applicants with the sa laces): number of subject oject semesters, places v plicants who already hav l be given preferential co places will be allocated by become available.	anguage — if other that an be chosen to earn nutes) or b) written ex- c) written examination d) presentation (appr ber of applications en- among all applicants c): total number of ECTS c me number of ECTS c ct semesters of the res- will be allocated by loove successfully complo- onsideration. Places o	an German, examina a bonus) amination (approx. n (approx. 40 minute ox. 20 minutes) with xceed the number of irrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo n all courses of the	tion offered — if not 40 minutes) and pre es) with written elabor written elaboration f available places, plan subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	sentation oration (ap- (approx. 15 laces will be to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
ster, in a) writt (approx prox. 19 to 20 p Allocat Numbe allocate lowing subject ta 2 (25 numbe proced ve mod ted nur located Additio	formati en exat x. 20 m 5 to 20 ages), ion of J er of pla ed in a quotas t; amor 5% of p r of sub ure, ap lule wil mber of l as the onal inf	ion on whether module of mination (approx. 60 min inutes), weighted 2:1 or pages), weighted 2:1 or weighted 1:1 blaces tees: 20. Should the num standardised procedure is: Quota 1 (50% of places og applicants with the sa laces): number of subject oject semesters, places v plicants who already hav l be given preferential co places will be allocated by become available.	anguage — if other that an be chosen to earn nutes) or b) written ex- c) written examination d) presentation (appr ber of applications en- among all applicants c): total number of ECTS c me number of ECTS c ct semesters of the res- will be allocated by loove successfully complo- onsideration. Places o	an German, examina a bonus) amination (approx. n (approx. 40 minute ox. 20 minutes) with xceed the number of irrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo n all courses of the	tion offered — if not 40 minutes) and pre es) with written elabor written elaboration f available places, plan subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	sentation oration (ap- (approx. 15 laces will be to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
ster, in a) writt (approx prox. 19 to 20 p Allocat Numbe allocate lowing subject ta 2 (25 numbe proced ve mod ted nur located Additio	formati en exat x. 20 m 5 to 20 ages), ion of J er of pla ed in a quotas t; amor 5% of p r of sub ure, ap lule wil mber of l as the onal inf	ion on whether module of mination (approx. 60 min inutes), weighted 2:1 or pages), weighted 2:1 or weighted 1:1 blaces tees: 20. Should the num standardised procedure is: Quota 1 (50% of places og applicants with the sa laces): number of subject oject semesters, places v plicants who already hav l be given preferential co places will be allocated by become available.	anguage — if other that an be chosen to earn nutes) or b) written ex- c) written examination d) presentation (appr ber of applications en- among all applicants c): total number of ECTS c me number of ECTS c ct semesters of the res- will be allocated by loove successfully complo- onsideration. Places o	an German, examina a bonus) amination (approx. n (approx. 40 minute ox. 20 minutes) with xceed the number of irrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo n all courses of the	tion offered — if not 40 minutes) and pre es) with written elabor written elaboration f available places, plan subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	sentation oration (ap- (approx. 15 laces will be to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
ster, in a) writt (approx) prox. 1 <u>4</u> to 20 p Allocat Numbe allocate lowing subject ta 2 (25 numbe proced ve mod ted nur located	formati en exat x. 20 m 5 to 20 ages), ion of J er of pla ed in a quotas t; amor 5% of p r of sub ure, ap lule wil mber of l as the onal inf	ion on whether module of mination (approx. 60 min inutes), weighted 2:1 or pages), weighted 2:1 or weighted 1:1 blaces acces: 20. Should the num standardised procedure i: Quota 1 (50% of places ing applicants with the sa laces): number of subject oject semesters, places w plicants who already have l be given preferential co places will be allocated by become available.	anguage — if other that an be chosen to earn nutes) or b) written ex- c) written examination d) presentation (appr ber of applications en- among all applicants c): total number of ECTS c me number of ECTS c ct semesters of the res- will be allocated by loove successfully complo- onsideration. Places o	an German, examina a bonus) amination (approx. n (approx. 40 minute ox. 20 minutes) with xceed the number of irrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo n all courses of the	tion offered — if not 40 minutes) and pre es) with written elabor written elaboration f available places, plan subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	sentation oration (ap- (approx. 15 laces will be to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
ster, in a) writt (approx prox. 1 <u>4</u> to 20 p Allocat Numbe allocat lowing subject ta 2 (25 numbe proced ve mod ted nur located Additio 	formati en exat x. 20 m 5 to 20 ages), ion of J er of pla ed in a quotas t; amor 5% of p r of sub ure, ap lule wil mber of l as the onal inf	ion on whether module of mination (approx. 60 min inutes), weighted 2:1 or pages), weighted 2:1 or weighted 1:1 blaces acces: 20. Should the num standardised procedure i: Quota 1 (50% of places ing applicants with the sa laces): number of subject oject semesters, places w plicants who already have l be given preferential co places will be allocated by become available.	anguage — if other that an be chosen to earn nutes) or b) written ex- c) written examination d) presentation (appr ber of applications en- among all applicants c): total number of ECTS c me number of ECTS c ct semesters of the res- will be allocated by loove successfully complo- onsideration. Places o	an German, examina a bonus) amination (approx. n (approx. 40 minute ox. 20 minutes) with xceed the number of irrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo n all courses of the	tion offered — if not 40 minutes) and pre es) with written elabor written elaboration subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component	sentation oration (ap- (approx. 15 laces will be to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
ster, in a) writt (approx prox. 1 <u>4</u> to 20 p Allocat Numbe allocat lowing subject ta 2 (25 numbe proced ve mod ted nur located Additio Worklo 	formati en exat x. 20 m 5 to 20 ages), ion of J er of pla ed in a quotas t; amor 5% of p r of sub ure, ap lule wil mber of as the onal inf	ion on whether module of mination (approx. 60 min inutes), weighted 2:1 or pages), weighted 2:1 or weighted 1:1 blaces acces: 20. Should the num standardised procedure i: Quota 1 (50% of places ing applicants with the sa laces): number of subject oject semesters, places w plicants who already have l be given preferential co places will be allocated by become available.	anguage — if other the an be chosen to earn nutes) or b) written ex c) written examination d) presentation (appr ber of applications en among all applicants c): total number of ECTS c me number of ECTS c ct semesters of the res vill be allocated by lo ve successfully compl onsideration. Places o in the same procedu	an German, examina a bonus) amination (approx. n (approx. 40 minute ox. 20 minutes) with xceed the number of irrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo on all courses of the re. A waiting list will	tion offered — if not 40 minutes) and pre es) with written elabor written elaboration f available places, play subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component of be maintained and	sentation oration (ap- (approx. 15 laces will be to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric
ster, in a) writt (approx prox. 1 <u>4</u> to 20 p Allocat Numbe allocat lowing subject ta 2 (25 numbe proced ve mod ted nur located Additio Worklo 	formati en exat x. 20 m 5 to 20 ages), ion of J er of pla ed in a quotas t; amor 5% of p r of sub ure, ap lule wil mber of as the onal inf	ion on whether module of mination (approx. 60 min inutes), weighted 2:1 or pages), weighted 2:1 or weighted 1:1 blaces acces: 20. Should the num standardised procedure i: Quota 1 (50% of places ing applicants with the sa laces): number of subject oject semesters, places w plicants who already have l be given preferential co places will be allocated by become available. ormation	anguage — if other the an be chosen to earn nutes) or b) written ex c) written examination d) presentation (appr ber of applications en among all applicants c): total number of ECTS c me number of ECTS c ct semesters of the res vill be allocated by lo ve successfully compl onsideration. Places o in the same procedu	an German, examina a bonus) amination (approx. n (approx. 40 minute ox. 20 minutes) with xceed the number of irrespective of their IS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of p leted at least one mo on all courses of the re. A waiting list will	tion offered — if not 40 minutes) and pre es) with written elabor written elaboration f available places, play subjects according hieved in the respec- ces will be allocated among applicants wi laces): allocation by odule component of module component of be maintained and	sentation oration (ap- (approx. 15 laces will be to the fol- ctive degree by lot. Quo- th the same lot. In this the respecti- with a restric

Module appears in

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

Module	e title				Abbreviation
Topics	in Labo	or Market Economics and	Social Policy		12-M-SPÜ-111-m01
Module coordinator				Module offered by	
holder	of the (Chair of Economic Order a	and Social Policy	Faculty of Business	Management and Economics
ECTS		od of grading	Only after succ. con		
5		rical grade		1 (2	
Duratio	on	Module level	Other prerequisites		
1 seme		graduate			
Conten	its		I		
		Sozialpolitische Übunger d intends to launch an op) deals with current economic po-
Intend	ed lear	ning outcomes			
	nic and				a profound unterstanding of how arch results in economic policy is
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	ın)
		tion on SWS (weekly con			
a) writt methoo lar (app minute Allocat	en exa dology; prox. 10 s), pres ion of j	approx. 120 minutes) or pages) and presentation sentations can be held by	oo minutes) or b) writ c) term paper (appro n (approx. 15 minutes	ten examination (qu x. 15 pages) or d) ca ;), weighted 2:1 or e)	estions concerning mathematical se studies, project report or simi- presentation (approx. 30 to 45
Worklo	ad				
 Teachi	ng cycl	e			
 Teachi	ng cycl	e			
		e LPO I (examination regu	lations for teaching-o	degree programmes)	
			lations for teaching-o	degree programmes)	
	ed to in	LPOI (examination regu	lations for teaching-o	degree programmes)	
 Referre Module Master	ed to in e appea	LPO I (examination regunstrian regunstrian (examination regunstrian) Trs in tee (1 major) Economathe	matics (2011)	degree programmes)	· · · · · · · · · · · · · · · · · · ·
 Referre Module Master Master	ed to in e appea 's degr 's degr	LPO I (examination regunses in the second	matics (2011) nagement (2011)	degree programmes)	
 Referre Module Master Master Master	ed to in e appea 's degr 's degr 's degr	LPO I (examination regunned Irs in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) Economics (2000)	matics (2011) nagement (2011) 2011)		
 Referre Module Master Master Master Master	ed to in 's degr 's degr 's degr 's degr 's degr	LPO I (examination regunaries in the set of the set o	matics (2011) nagement (2011) 2011) ess and Economics (2	:014)	
 Referre Master Master Master Master Master	ed to in e appea 's degr 's degr 's degr 's degr 's degr	LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) Economics (2 ee (1 major) China Busine ee (1 major) China Busine	matics (2011) nagement (2011) 2011) ess and Economics (2 ess and Economics (2	:014)	
 Referre Master Master Master Master Master Master	ed to in e appea 's degr 's degr 's degr 's degr 's degr 's degr	LPO I (examination regunaries in the set of the set o	matics (2011) nagement (2011) 2011) ess and Economics (2 ess and Economics (2 Economics (2014)	:014)	

Modul	e title			Abbreviation	
Tax Ac	countir	ıg		12-M-STB-111-m01	
Modul	e coord	linator		Module offered by	
Taxatio		chair of business m	anagement and Dusiness		
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Durati	on	Module level	Other prerequisites	5	
1 seme	ester	graduate			
Conter	nts				
steuer	gesetz,	EStG). It discusses t		ognition in the German Income Tax Code (<i>Einkomm</i> luation provisions as well as the specific problems	
Intend	ed lear	ning outcomes			
				npanies and are able to solve moderate to complex hips and partnerships using legal source.	
Course	es (type	, number of weekly	contact hours, language –	– if other than German)	
V + Ü (no info	rmation on SWS (we	ekly contact hours) and co	ourse language available)	
ster, in writter	nformat n exami	ion on whether mod nation (approx. 60 r	ule can be chosen to earn	nan German, examination offered — if not every sem n a bonus)	
Alloca	tion of	places			
 Additi	analinf	ormation			
Auditio		ormation			
Worklo	ad				
WOIKI	Jau				
Teachi	ing cycl	0			
reacin	ing cyci				
Referre	ed to in	LPOI (examination	regulations for teaching-o	degree programmes)	
Modul	e appea	ars in			
Master Master Master Master Master	r's degr r's degr r's degr r's degr r's degr	ee (1 major) Econom ee (1 major) Busines ee (1 major) Econom ee (1 major) China B	ss Management (2011) hics (2011) husiness and Economics (2 husiness and Economics (2		

Module	e title				Abbreviation	
Theory	of Ind	ustrial Organization 1			12-M-Tl1-111-m01	
Module	e coord	inator		Module offered by		
holder	ofthe	Chair of Industrial Econor	nics	Faculty of Business	Management and Economics	
ECTS	Meth	od of grading	Only after succ. con	pl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	Its					
1. Moni - Nonlii - Dynar 2. Olige - Static - Comp - Equili 3. Dyna - Repea - Marko 4. Strat - Entry - Signa 5. Auct - Secor - First p 6. Adve	Theory of industrial organisation: 1. Monopoly pricing - Nonlinear pricing and mechanism design - Dynamic pricing: experience goods, durable goods 2. Oligopoly pricing - Static price and quantity competition in homogeneous and differentiated goods markets - Comparative statics - Equilibrium market structure 3. Dynamic competition in oligopoly markets - Repeated games and collusion - Markov perfect equilibrium and models of dynamic competition 4. Strategic behaviour by incumbent firms - Entry deterrence and predation - Signalling and reputation 5. Auctions - Second price auctions - First price auctions 6. Advertising and product design					
		ll be taught in English.				
Studen tition in conditi advanc tions b class to	Intended learning outcomes Students which complete this class will acquire a working knowledge of advanced theoretical models of compe- tition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition and auction theory, for studying interac- tions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, as- sess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possi-					
Course	s (type	, number of weekly conta	ict hours, language –	· if other than Germa	n)	
V + Ü (I	no info	rmation on SWS (weekly	contact hours) and co	ourse language avail	able)	
		sessment (type, scope, la ion on whether module c			tion offered — if not every seme-	
methoo lar (apj	dology; prox. 10	approx. 120 minutes) or	c) term paper (appro n (approx. 15 minutes	x. 15 pages) or d) cas), weighted 2:1 or e)	estions concerning mathematical se studies, project report or simi- presentation (approx. 30 to 45	
Allocat	ion of	places				
Additio	onal inf	ormation				

Workload

Teaching cycle

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

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Module appears in

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

Module title Abbreviation					
Theory of Industrial Organization 2					
Module coor	dinator		Module offered by	<u>.</u>	
holder of the	Chair of Industrial Econ	omics	Faculty of Business	Management and E	conomics
ECTS Met	nod of grading	Only after succ. compl. of module(s)			
5 num	erical grade				
Duration	Module level	Other prerequisites			
1 semester	graduate				
Contents					
Description: This course of	liscusses vertical contra	cts in supply chains ar	nd their impact on co	mpetition.	
nance, nonli 2. Contracts 3. Common a 4. The deleg 5. The comm 6. Interlockin	c problem of double mar near pricing (rebates), e for service	xclusive territories, exc		d contracts (resale p	orice mainte-
	rning outcomes				
(i) explain th (ii) apply the (iii) recogniz	ting the course students e results of theoretical i involved methods to giv e, in which real life situa he impact of certain ver	ndustrial economics or ven simple examples o tions (and how) the res	n their own; sults can be applied;		
Courses (typ	e, number of weekly cor	tact hours, language –	- if other than Germa	n)	
	ation on SWS (weekly co				
	ssessment (type, scope, tion on whether module			tion offered — if not	every seme-
written exam	ination (approx. 60 min	utes) or term paper (ap	prox. 20 pages)		
Allocation of	places				
Additional in	formation				
Workload					
Teaching cy	le				
Referred to i	n LPO I (examination re	gulations for teaching-	degree programmes)		
Module app	ears in				
-	ree (1 major) Economati				
-	ree (1 major) Business N				
-	ree (1 major) Economics ree (1 major) China Busi		2014)		
-	ree (1 major) China Busi		•		
Master's with 1 ma (2012)	or Chinese and Economics	-	generated 26-Aug-2024 • ex. (120 ECTS) Chinese and Econ	-	page 157 / 169



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

Module title Abbreviation						
Topics	Topics in International Trade 12-M-TIT-111-m01					
Modul	e coordir	nator		Module offered by		
		nair of International Ec	onomics	Faculty of Business Management and Economics		
ECTS	1	l of grading	Only after succ. con			cononnes
5		cal grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conter	nts	5				
This m	odule wi	ll be discontinued, no	courses are offered cu	rrently or will be offe	ered in future.	
This m	ay be du	e to one of the followin	ng reasons:			
• t	he lectu	lle belongs to a versior rer who offered the cou nts are no longer taug	ırse is no longer emplo	oyed at the University	y of Würzburg	d students
	ore inform conomics	nation, please contact	the Office of the Dean	of Studies of the Fac	culty of Business Ma	nagement
Intend	ed learni	ing outcomes				
Due to modul		of relevance, no learn	ing outcomes descript	ion is available beca	use no courses are	held for this
Course	es (type,	number of weekly cont	act hours, language –	- if other than Germa	n)	
V (no i	nformatio	on on SWS (weekly coi	ntact hours) and cours	e language available	2)	
		essment (type, scope, n on whether module			tion offered — if not	every seme-
presen	itation (a	pprox. 60 minutes) an	d oral examination (ar	oprox. 20 minutes), v	veighted 2:1	
		sessment: English ^f ered: once a year, win	ter semester			
	tion of pl	· · · · · · · · · · · · · · · · · · ·				
Additio	onal info	rmation				
Worklo	bad					
Teachi	ng cycle					
Referre	ed to in L	POI (examination reg	ulations for teaching-	degree programmes)		
Modul	e appear	s in				
Master	r's degree	e (1 major) Economath	ematics (2011)			
	-	e (1 major) Business M	-			
	-	e (1 major) Economics		,		
	-	e (1 major) China Busir a (1 major) China Busir		•		
	-	e (1 major) China Busiı e (1 major) Chinese an		2012)		
	-	e (1 major) Chinese an				
		Chinese and Economics	JMU Würzburg •	generated 26-Aug-2024 • exa (120 ECTS) Chinese and Econ	-	page 159 / 169

	Nodule title			Abbreviation		
Theory of Social Policy 12-M-TSP-111-m01						
Modul	Module coordinator			Module offered by		
holder	holder of the Chair of Economic Order and Social Policy		r and Social Policy	Faculty of Business	Management and E	conomics
		Only after succ. cor	npl. of module(s)			
5	nume	rical grade				
Durati	on	Module level	Other prerequisites			
1 seme		graduate				
Conter	nts					
The lecture "Theorie der Sozialpolitik" ("Theory of Social Policy") discusses the concept of social security and the concept of social justice. In the first part of the course, which will deal with social security, students will acquire a general overview of possible market failures in an insurance market. One chapter will then each be devoted to the introduction and characterisation of the three main branches of social insurance (pension, health and unemployment insurance). Subsequently, different options for a reform of the individual branches of social insurance will be introduced and evaluated in terms of efficiency. In the second part of the course, which will deal with social justice, different definitions of the concept of justice will be discussed in more detail. Here, the main focus will be on identifying and critically examining different criteria for the measurement of inequality in a society. In addition, efficiency-oriented justifications for redistributive policies by the government will be addressed and discussed with students. Intended learning outcomes The graduate student has acquired following skills and abilities after completion of the module: (i) Detailed knowledge of institutional foundations of the German social security system (ii) Mechanics of an insurance market (iii) Emergence and problems of adverse selection and moral hazard in the context of social insurances (iv) Measurement and interpretation of inequality measures, particularly of income inequality						
(v) Mechanics and welfare effects of state redistribution(vi) The impact of state redistribution on macroeconomic variables						
Course	es (type	, number of weekly con	tact hours, language –	- if other than Germa	nn)	
V + Ü (no infoi	mation on SWS (weekl	y contact hours) and c	ourse language avail	able)	
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)						
a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups						
Allocation of places						
Additio	Additional information					
Workload						
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
Master's degree (1 major) Economathematics (2011) Master's degree (1 major) Business Management (2011)						
	-	Chinese and Economics	JMU Würzburg •	generated 26-Aug-2024 • ex (120 ECTS) Chinese and Econ		page 160 / 169

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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

Module title Al		Abbreviation		
European Competition Policy 12-M-WPE-111-m01			12-M-WPE-111-m01	
Module coordinator		Module offered by		
holder of the Chair of Industrial Econo	mics	Faculty of Business	Management and Economics	
ECTS Method of grading Only after succ. compl. of module(s)				
5 numerical grade				
Duration Module level				
1 semester graduate				
Contents				
Outline of syllabus: 1. Legal environment, competition laws 2. Market definition - Qualitative methods - Simple quantitative methods - Hypothetical monopoly test 3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion 4. Horizontal mergers and collusion - Economic theory - Efficiency effects - Coordinated effects 5. Vertical relations and contracts - Economic analysis of contracts - "More economic approach" 6. Abuse of dominant position - Classification of abusive conduct - Economic analysis of abusive conduct and theory of harm				
The course will be taught in English. Intended learning outcomes				
After completion of the module studer on policy, including the legal framewor es, as well as understand the approace fronted with practical problems, they draining the relevant economic theori and based on that adequate conclusion order to open up that build upon literation	ork, the trace models a ch of European compe can refer to these cas es that identify variab ons for appropriate ca ature in journals and b	and methods for the tition policy in high p es, and the same log les to be measured a ses. They will suffici- peing able to think cr	study of competition policy issu- profile cases. When they are con- ic to practical examples apply by and methodologies for assessing, ently understand the subject in itically.	
Courses (type, number of weekly contact hours, language — if other than German)				
V (no information on SWS (weekly contact hours) and course language available)				
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)				
a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematica methodology; approx. 120 minutes) or c) term paper (approx. 15 pages) or d) case studies, project report or similar (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1 or e) presentation (approx. 30 to 45 minutes), presentations can be held by one candidate each or in groups				
Allocation of places				
Business Management Master's and E and Political and Social Sciences Mas				
Additional information				

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

Workload

Teaching cycle

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

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Module appears in

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

Master's degree (1 major) Political and Social Sciences (2012)



Module	odule title		Abbreviation		
Advanced Auditing 12-M-WPF-111-m01			12-M-WPF-111-m01		
Module coordinator		Module offered by			
holder of the Chair of Business Management and ting		ement and Accoun-	Faculty of Business	Management and Economics	
ECTS Method of grading Only after succ. co			Only after succ. con	pl. of module(s)	
5 numerical grade					
Duratio	n	Module level	Other prerequisites		
1 semes	ster	graduate			
Content	ts				
	ırse dis	cusses business-risk ori). Selected topics of testi			ng to International Standards on
Outline of syllabus: 1. Review process - Conditions, order taking, audit planning, risk model-based testing methods - Development of the risk-based audit approach - Fraud and going concern - Judgment, reporting and documentation 2. Testing theory - Overview of the state of research - The auditor's independence - Audit fees, concentration, competition Reading: Marten, KU. / Quick, R. / Ruhnke, K.: Wirtschaftsprüfung, Stuttgart (most recent edition). Other reading to be specified in class.					
Intended learning outcomes					
After completion of the module "Auditing for advanced" students can (i) represent the risk-based audit approach, establish and analyze critical; (ii) analyze selected complex audit issues on the basis of national and international audit standards and, based largely develop self-directed solutions; (iii) judge selected research papers examining theory independently and, building design research or applicati- on-oriented projects.					
Courses (type, number of weekly contact hours, language — if other than German)					n)
V + Ü (no information on SWS (weekly contact hours) and course language available)					
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)					tion offered — if not every seme-
		nination (approx. 60 to 9 veighted 2:1	o minutes) or b) tern	n paper (approx. 15 p	ages) and presentation (approx.
Allocation of places					
Additional information					
Workload					
Teachin	ig cycle	e			

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

Module appears in

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

Module Proces		ystem Modelling			Abbreviation
					12-PSM-111-m01
Module coordinator				Module offered by	
	of the (ation Sy		nagement and Business	Faculty of Busines	s Management and Economics
ECTS	Î	od of grading	Only after succ. con	npl. of module(s)	
5		rical grade			
Duratio		Module level	Other prerequisites	i	
1 seme		graduate			
Conten	ts				
ling. It	is divid	niliarises students w ed up into two parts: uction to business pr	:	oncepts and metho	ds of process and system model
Conten	ts Part	A:			
• • V	low are Vhat is	e of business process business processes business process ma c Management	modelled?		
Part B:	Simula	ition			
Conten	ts Part	В:			
	imulat				
		ical foundations			
	etri net		~~		
		lk inscription langua	<u>ge</u>		
milena	eu lean	ning outcomes			
The stu	dents l	have			
proc 2. reco	ess and	d system modeling an neir economic import		and methods of	
Course	s (type	, number of weekly c	ontact hours, language –	- if other than Germ	an)
V + Ü (I	no infoi	rmation on SWS (wee	ekly contact hours) and co	ourse language ava	ilable)
			e, language — if other th Ile can be chosen to earn		ation offered — if not every sem
			minutes) or b) term pape		5)
	ion of p			<u> </u>	<i>,</i>
			number of applications e	xceed the number of	of available places, 15 places wi
					the number of applications ex-

Number of places: 20. Should the number of applications exceed the number of available places, 15 places will be set aside for Master's students of Business Information Systems. (1) Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicant

ceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: Quota 1 (50% of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. Quota 2 (25% of places): number of subject semesters of the re-

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spective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. Quota 3 (25% of places): allocation by lot. In this procedure, applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (2) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated as they become available.

Additional information

Workload

Teaching cycle

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

Module appears in

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

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

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

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

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

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

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

Module title Abbreviation		Abbreviation			
Risk Management - Concepts and Systems 12-RM-KS-111-m01			12-RM-KS-111-m01		
Module coordinator				Module offered by	
holder of the Chair of Business Manage ting		ement and Accoun-	Faculty of Business	Management and Economics	
ECTS Method of grading Only after succ. compl. of module(s)					
5		rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
ments	of oppo e stude	ortunity and risk manager	nent in industrial and	d commercial enterp	contents, methods and instru- rises. Systems: The course will Iformation systems for risk mana-
Intende	ed lear	ning outcomes			
Concepts: After completion of the module students have a sound understanding of basic concepts, processes, methods and tools of risk management. They are able to justify the duties and functions of risk management in the company in theory and practice. They can also evaluate proposed solutions for the design of a risk manage- ment system, analyze selected issues of risk management and building on that, develop their own solutions. Sy- stems: After completing this module, students can (i) judge legal, organizational and methodological requirements for the implementation of risk management pro- cesses in a risk management information system (RMIS); (ii) understand the technical basis for RMIS; (iii) estimate the different characteristics of various information systems for the RM; (iv) understand the workings of RMIS. Courses (type, number of weekly contact hours, language — if other than German)					
 This module comprises 2 module components. Information on courses will be listed separately for each module component. 12-RM-KS-1-111: V (no information on SWS (weekly contact hours) and course language available) 12-RM-KS-2-111: V (no information on SWS (weekly contact hours) and course language available) 					
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)					
Assessment in this module comprises the assessments in the individual module components as specified be- low. Unless stated otherwise, successful completion of the module will require successful completion of all ind vidual assessments.					
 Assessment in module component 12-RM-KS-1-111: Risk Management Concepts 3 ECTS, Method of grading: numerical grade a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Assessment in module component 12-RM-KS-2-111: Risk Managements Systems 2 ECTS, Method of grading: numerical grade a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Assessment in module component 12-RM-KS-2-111: Risk Managements Systems 2 ECTS, Method of grading: numerical grade a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Allocation of places Number of places: 25. Should the number of applications exceed the number of available places, places will be 					
allocate lowing subject ta 2 (25 numbe proced	ed in a quotas ; amor ;% of p r of sub ure, ap	standardised procedure : Quota 1 (50% of places) g applicants with the sar laces): number of subjec oject semesters, places w plicants who already hav	among all applicants): total number of EC ne number of ECTS c t semesters of the re vill be allocated by lo re successfully comp	s irrespective of their TS credits already ac redits achieved, plac spective applicant; a t. Quota 3 (25% of pl leted at least one mo	available places, places will be subjects according to the fol- hieved in the respective degree ces will be allocated by lot. Quo- mong applicants with the same aces): allocation by lot. In this odule component of the respecti- module component with a restric-

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(2012)	ta record Master (120 ECTS) Chinese and Economics - 2012	

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

Additional information

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Workload

Teaching cycle

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

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Module appears in

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