

# Subdivided Module Catalogue for the Subject

Keine PO-STG-Zuordnung vorhanden

Responsible: JMU Würzburg

## Learning Outcomes

### Scientific qualification

- Advanced disciplinary expertise – Graduates demonstrate deep, research oriented knowledge across the core fields of management, economics, and data analytics and can apply state of the art theories and methods to international business problems.
- Digital and analytical proficiency – Graduates can use advanced statistical, econometric, and data science tools to generate managerial insights and support evidence based decision making in multinational contexts.
- Interdisciplinary integration – Graduates link management questions with insights from economics, information systems, and related disciplines to develop holistic solutions.
- Research competence & good scientific practice – Graduates can conduct independent empirical and theoretical research, formulate sound hypotheses, choose appropriate quantitative and qualitative methods, and adhere to ethical standards of academic integrity.

### Employability

- Strategic problem solving – Graduates structure complex, uncertain business situations, develop creative data driven solutions, and evaluate alternatives critically.
- Cross cultural communication & negotiation – Graduates communicate persuasively in English, adapt to multicultural audiences, and work effectively in international teams.
- Leadership & teamwork – Graduates lead and collaborate in heterogeneous groups, manage conflicts constructively, and motivate others towards shared goals.
- Professional ethics & compliance awareness – Graduates recognize implications of managerial decisions and integrate sustainability considerations.

### Engagement

- Societal impact orientation – Graduates critically assess the economic, ecological, and social consequences of managerial actions and advocate responsible strategies.
- Culture of participation – Graduates contribute evidence based positions to public debates on international management issues and engage in academic and professional communities.
- Professional engagement & innovation practice – Graduates refine their personal career profiles and apply innovation methods to design feasible solutions for real world business challenges.

### Personal development

- Self responsibility & lifelong learning – Graduates plan and monitor their own learning processes, utilize feedback, and continually update their skill set.
- Intercultural competence & global mindset – Graduates operate effectively and respectfully across cultures, appreciating diversity and adapting behavior appropriately.
- Resilience & adaptability – Graduates maintain performance under pressure, handle ambiguity, and adapt swiftly to new technologies and trends.

## Abbreviations used

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

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

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

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

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

## Conventions

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

## Notes

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

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

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

## In accordance with

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

**ASPO2015**

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

**??-???-2025 (2025-??)**

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
<b>Compulsory core electives 1: Core (60 ECTS credits)</b>				
<b>Management (25 ECTS credits)</b>				
12-M-UA-262-m01	Financial Analysis	5	NUM	86
12-M-EF-262-m01	Entrepreneurship Fundamentals	5	NUM	34
12-M-IMM-262-m01	Sales and Communications Management	5	NUM	46
12-M-IBS-262-m01	Digital Strategy	5	NUM	44
12-M-AOLM-262-m01	Advanced Operations & Logistics Management	5	NUM	9
12-M-HRM-262-m01	Human Resource Management and Industrial Relations	5	NUM	42
12-M-EIFM-262-m01	Efficiently Inefficient Financial Markets	5	NUM	36
12-M-STM1-262-m01	Selected Topics in Management 1	5	NUM	78
<b>Economics (10 ECTS credits)</b>				
12-M-SDC-262-m01	Strategic Decisions and Competition	5	NUM	68
12-M-AO-262-m01	Incentives in Organizations	5	NUM	7
12-M-OEDT-262-m01	Organizational Economics and Digital Transformation	5	NUM	58
12-M-ITMF-262-m01	International Trade and the Multinational Firm	5	NUM	48
12-M-EG1-262-m01	Monetary Policy and the Financial System	5	NUM	35
12-M-ETT-262-m01	Empirical International Trade	5	NUM	37
12-M-STE-262-m01	Selected Topics in Economics	5	NUM	77
<b>Data Analytics (10 ECTS credits)</b>				
12-M-BI-262-m01	Analytical Information Systems	5	NUM	19
12-M-PEM-262-m01	Policy and Management Evaluation Methods	5	NUM	60
12-M-OE1-262-m01	Econometrics 1	5	NUM	54
12-M-OE2-262-m01	Econometrics 2	5	NUM	56
12-M-STDA-262-m01	Selected Topics in Business Analytics	5	NUM	76
<b>Career Development (10 ECTS credits)</b>				
12-M-IC-262-m01	Intercultural Communication	5	NUM	45
12-M-CEN-262-m01	Corporate Engagement	5	NUM	22
12-M-STC-262-m01	Selected Topics in Career Development	5	NUM	75
<b>Career Development (5 ECTS credits)</b>				
12-M-RBE-262-m01	Research in Behavioral Economics	5	NUM	62
12-M-SC-262-m01	Research in Finance & Accounting	5	NUM	64
12-M-SM-262-m01	Marketing Research	5	NUM	70
12-M-STR-262-m01	Selected Topics in Research	5	NUM	79
<b>Compulsory core electives 2: Track (30 ECTS credits)</b>				
<b>Track 1: Finance &amp; Accounting (30 ECTS credits)</b>				
<b>Core Electives (20 ECTS credits)</b>				
12-M-GA-262-m01	Group Accounting	5	NUM	39
12-M-AFA-262-m01	Advanced Financial Accounting	5	NUM	6
12-M-REKA-262-m01	Accounting and Capital Markets	5	NUM	63
12-M-SP-262-m01	Tax Planning	5	NUM	73
12-M-CF2-262-m01	Portfolio and Capital Market Theory	5	NUM	23
12-M-EBF-262-m01	Empirical Banking and Finance	5	NUM	29

12-M-BR-262-mo1	Banking and Regulation	5	NUM	20
12-M-TFA1-262-mo1	Selected Topics in Finance & Accounting 1	5	NUM	83
<b>Seminar (10 ECTS credits)</b>				
12-M-ASFA-262-mo1	Advanced Seminar: Finance & Accounting	10	NUM	11
<b>Track 2: Operations &amp; Information Management (30 ECTS credits)</b>				
<b>Core Electives (20 ECTS credits)</b>				
12-M-GLSC-262-mo1	Global Logistics & Supply Chain Management	5	NUM	41
12-M-SMGS-262-mo1	Strategic Management of Global Supply Chains	5	NUM	72
12-M-EAI-262-mo1	Enterprise AI	5	NUM	27
12-M-ATDS-262-mo1	Practical Data Science	5	NUM	14
12-M-SCC-262-mo1	Seminar: Supply Chain Competition	5	NUM	66
12-M-MUS-262-mo1	Mobile and Ubiquitous Business	5	NUM	53
12-M-DSS-262-mo1	Decision Support Systems	5	NUM	26
12-M-OIP-262-mo1	Optimization in Practice	5	NUM	59
12-M-TOF1-262-mo1	Selected Topics in Operations & Information Management 1	5	NUM	85
<b>Seminar (10 ECTS credits)</b>				
12-M-ASOI-262-mo1	Advanced Seminar: Operations & Information Management	10	NUM	13
<b>Track 3: Marketing &amp; Entrepreneurship (30 ECTS credits)</b>				
<b>Core Electives (20 ECTS credits)</b>				
12-M-UGF1-262-mo1	Corporate Entrepreneurship and Innovation	5	NUM	88
12-M-UGF2-262-mo1	Corporate Strategy	5	NUM	90
12-M-UGF3-262-mo1	Digital Entrepreneurship and Digital Transformation	5	NUM	92
12-M-MA-262-mo1	Marketing Analytics	5	NUM	50
12-M-BUC-262-mo1	Communication in Business and Economics	5	NUM	21
12-M-EC1-262-mo1	E-Commerce	5	NUM	30
12-M-TME1-262-mo1	Selected Topics in Marketing & Entrepreneurship 1	5	NUM	84
<b>Seminar (10 ECTS credits)</b>				
12-M-ASME-262-mo1	Advanced Seminar: Marketing & Entrepreneurship	10	NUM	12
<b>Track 4: Behavioral Economics (30 ECTS credits)</b>				
<b>Core Electives (20 ECTS credits)</b>				
12-M-TE-262-mo1	Applied Topics in Data Science in Business and Economics	5	NUM	82
12-M-BEC-262-mo1	Behavioral Economics: Foundations	5	NUM	17
12-M-BEA-262-mo1	Behavioral Economics: Applications	5	NUM	16
12-M-CT-262-mo1	Contract Theory	5	NUM	24
12-M-EE-262-mo1	Experimental Economics	5	NUM	32
12-M-TDS-262-mo1	Applied Data Analysis and Machine Learning	5	NUM	81
12-M-TBEC1-262-mo1	Selected Topics in Behavioral Economics 1	5	NUM	80
<b>Seminar (10 ECTS credits)</b>				
12-M-ASBE-262-mo1	Advanced Seminar: Behavioral Economics	10	NUM	10
<b>Thesis (30 ECTS credits)</b>				
12-M-MTMI-262-mo1	Master-Thesis Management International	30	NUM	52

Module title			Abbreviation
Advanced Financial Accounting			12-M-AFA-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Transparent reporting of large corporations and multinational enterprises are challenging for modern accounting systems. This module addresses recent developments in financial and non-financial accounting, ensuring that students are up-to-date with the current accounting landscape. It is designed for students who have a basic understanding of financial or non-financial accounting and seek to explore complex accounting issues in greater depth. Topics can vary depending on the current issues in practice or research. Former topics include accounting for financial instruments, revenue recognition, or the latest developments in sustainability reporting. The module is taught through a combination of lectures, exercises, and practical case studies. Guest lectures from industry experts are incorporated to provide real-world insights into advanced accounting practices.			
Intended learning outcomes			
By the end of this module, students will be able to: <ul style="list-style-type: none"><li>• Solve and analyze complex financial and non-financial accounting tasks.</li><li>• Analyze and interpret reporting data to support decision-making in various business contexts.</li><li>• Stay informed and adapt to evolving accounting standards and practices.</li></ul>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
keinem Studiengang zugeordnet			

Module title		Abbreviation
<b>Incentives in Organizations</b>		12-M-AO-262-m01
Module coordinator		Module offered by
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Based on the classical principal-agent theory, this course discusses methodological and empirical aspects of incentives in organisations. It uses contents from advanced text books and original (mainly empirical) research articles.</p> <p>Outline of syllabus</p> <ol style="list-style-type: none"> <li>1. Principal-agent theory</li> <li>2. Do top managers earn too much? (application)</li> <li>3. Performance-based payment</li> <li>4. Implementation of performance-based payment in companies (application)</li> <li>5. Seniority payment (with application)</li> <li>6. Financial incentives to work after retirement (with application)</li> <li>7. Wage bargaining (with application)</li> <li>8. Efficiency wages (with case study)</li> <li>9. Team incentives (with case study)</li> </ol> <p>Literature</p> <p>Milgrom and Roberts (1992), Economics, Organisation and Management, London.</p> <p>Mishel and Sabadish (2013), CEO Pay in 2012 was extraordinarily high, EPI Issue Brief 367, Washington DC.</p> <p>Fabbri and Marin (2016), What Explains the Rise in CEO Pay in Germany? A Panel Data Analysis for 1977-2009, Scandinavian Journal of Economics 118(2), 235-263.</p> <p>Lazear (2000), Performance Pay and Productivity, American Economic Review 90, 1346-1361.</p> <p>Lazear (1979), Why is there mandatory retirement? Journal of Political Economy 87, 1261-1284.</p> <p>Hutchens (1989), Seniority, Wages and Productivity: A Turbulent Decade, Journal of Economic Perspectives 3 (4), 49-64.</p> <p>Zwick (2011), Consequences of Seniority Wages on the Employment Structure, Industrial and Labor Relations Review 65(1), 108-125.</p> <p>Lorenz and Zwick (2021), Money also is sunny in a retiree's world-financial incentives and work after retirement, Journal for Labour Market Research, 55 (21).</p> <p>Bartolucci (2012), Credible Threats in a Wage Bargaining Model with on-the-job Search, Economic Letters, 117(3), 657-659.</p> <p>Lukesch and Zwick (2023) Do outside options drive wage inequalities in retained jobs? Evidence from a natural experiment, British Journal of Industrial Relations, published online, <a href="https://doi.org/10.1111/bjir.12771">https://doi.org/10.1111/bjir.12771</a>.</p> <p>Salop (1979), The model of the natural rate of unemployment, American Economic Review 69, 117-125.</p> <p>Becker and Stigler (1974), Law enforcement, Malfeasance, and the Compensation of Enforcers, Journal of Legal Studies III, 1-18.</p> <p>Garibaldi (2006), Personnel Economics in Imperfect Labour Markets, Oxford University Press, Chapter 13.</p> <p>Hjort (2014), Ethnic Divisions and Production in Firms, Quarterly Journal of Economics, 1899-1946.</p> <p>Kandel and Lazear (1992), Peer Pressure and Partnerships, Journal of Political Economy 100(4), 801-817.</p>		
Intended learning outcomes		
<p>Students acquire a working knowledge of key incentive models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.</p>		

<b>Courses</b> (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2) Module taught in: English
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus
<b>Allocation of places</b>
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<b>Additional information</b>
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<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
keinem Studiengang zugeordnet



Module title		Abbreviation
<b>Advanced Operations &amp; Logistics Management</b>		12-M-AOLM-262-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies.		
Intended learning outcomes		
After completing this course students can (i) analyze and evaluate integrated production and logistics systems; (ii) develop and apply appropriate methods to plan complex production and logistics systems; (iii) evaluate the consequences of uncertainties in processes, and (iv) apply concepts and methods to plan uncertainties processes.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module title		Abbreviation
Advanced Seminar: Behavioral Economics		12-M-ASBE-262-m01
Module coordinator		Module offered by
--		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	Successfully completing a module from the "Research" sub-area of the elective subject area I is strongly recommended
<b>Contents</b>		
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<b>Intended learning outcomes</b>		
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<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
portfolio (100 to 150 hours total) Language of assessment: English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
keinem Studiengang zugeordnet		

Module title		Abbreviation
<b>Advanced Seminar: Finance &amp; Accounting</b>		12-M-ASFA-262-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	Successfully completing a module from the "Research" sub-area of the elective subject area I is strongly recommended.
<b>Contents</b>		
The "Finance & Accounting" seminar deepens the understanding of complex financial and accounting practices at an advanced level. It provides an in-depth insight into topics such as financial analysis, capital market theory, company valuation, risk management and international accounting standards. Guest lectures by experts from the financial sector and auditing offer insights into current trends and practices.		
<b>Intended learning outcomes</b>		
By combining theoretical concepts with practical case studies and projects, students acquire advanced skills in analyzing and interpreting financial data as well as strategic planning and decision-making in finance.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
portfolio (100 to 150 hours total) Language of assessment: English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
keinem Studiengang zugeordnet		

Module title			Abbreviation
Advanced Seminar: Marketing & Entrepreneurship			12-M-ASME-262-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	Successfully completing a module from the “Research” sub-area of the elective subject area I is strongly recommended	
Contents			
The seminar "Marketing & Entrepreneurship" offers an in-depth examination of the central topics of marketing and business start-ups. The focus is on innovative marketing strategies, market research, consumer psychology and the development and implementation of business ideas. Practice-oriented projects, case studies and guest lectures by experienced entrepreneurs and marketing experts provide participants with valuable insights into the practical side of marketing.			
Intended learning outcomes			
Students learn how to design successful marketing campaigns, analyze market trends and find creative solutions to entrepreneurial challenges. The seminar promotes entrepreneurial thinking and enables students to develop and successfully implement their own business ideas.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
portfolio (100 to 150 hours total) Language of assessment: English			
Allocation of places			
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Additional information			
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Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
keinem Studiengang zugeordnet			

Module title		Abbreviation
<b>Advanced Seminar: Operations &amp; Information Management</b>		12-M-ASOI-262-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	Successfully completing a module from the "Research" sub-area of the elective subject area I is strongly recommended.
<b>Contents</b>		
The master's seminar "Operations & Information Management" focuses on the advanced analysis and optimization of operational processes and information systems. The seminar includes case studies, research projects and guest lectures by industry experts to bridge the gap between theory and practice and provide students with valuable insights into current trends and developments in this field.		
<b>Intended learning outcomes</b>		
In this seminar, students acquire in-depth knowledge in the areas of production and logistics management, supply chain management and information systems and technologies. By combining theoretical concepts and practical applications, students will be able to solve complex operational challenges and develop innovative strategies for the effective management of operations and information.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
portfolio (100 to 150 hours total) Language of assessment: English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
keinem Studiengang zugeordnet		

Module title			Abbreviation
Practical Data Science			12-M-ATDS-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In this course, students work on advanced data science projects. The course covers the entire data science workflow from data collection to data preparation to modeling, evaluation and deployment. By following a top-down teaching approach, students are enabled to apply complex machine learning models from the beginning.			
Intended learning outcomes			
As part of the course work, students will acquire knowledge and skills in the following areas: 1. Becoming familiar with the principles and frameworks in the research area of Data Science. 2. Apply machine learning and deep learning frameworks to structured and unstructured data 3. Design, implementation and evaluation of key algorithms within an end-to-end workflow in the field of Data Science 4. Application of Jupyter notebooks and their infrastructure (collection, storage, retrieval, and analysis of data) 5. Understanding of a data-driven & analytical approach to decision problems			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
Number of places: 35. WA: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.			
Additional information			
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<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: no courses offered
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
keinem Studiengang zugeordnet

Module title		Abbreviation
Behavioral Economics: Applications		12-M-BEA-262-m01
Module coordinator		Module offered by
--		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
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Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		



Module title		Abbreviation
<b>Behavioral Economics: Foundations</b>		12-M-BEC-262-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Behavioral economics refers to the field of research which, inspired by numerous documented deviations from the rational behavior assumed in neoclassical analysis, tries to improve the psychological realism of the idea of man in economics by incorporating insights from psychology into traditional economic analysis. In this course, students will become familiar with several of the most influential behavioral-economic theories of individual and strategic decision-making, which allow to explain a plethora of empirically documented deviations from the neo-classical model. These include departures from the assumptions of selfishness, time consistency, as well as rationality and rational expectations. The discussed behavioral-economic theories usually contain the neoclassical standard model as a special case and, therefore, are to be considered as extensions of rather than alternatives to the neoclassical model. While this lecture focuses on theories of individual decision-making, we will explore the implications of these theories also in the context of market settings and economic games. All necessary ideas and concepts will be introduced and discussed throughout the course. Nevertheless, as behavioral economics represents an extension of the neoclassical model, a solid understanding of the latter will be helpful. Consequently, students who completed advanced classes in microeconomics or game theory will most likely benefit most from this course.</p> <p>While the exposition is primarily based on research articles, some topics of the lecture can be reviewed in the following textbooks:</p> <ul style="list-style-type: none"> <li>• Dahmi (2016): "The Foundations of Behavioral Economic Analysis"</li> <li>• Angner (2012): "A Course in Behavioral Economics"</li> <li>• Wilkinson and Klaes (2012): "An Introduction to Behavioral Economics"</li> <li>• Wakker (2010): "Prospect Theory for Risk and Ambiguity"</li> </ul>		
Intended learning outcomes		
<p>After completing the course students will be able to</p> <ul style="list-style-type: none"> <li>• explain essential findings of behavioral economic theory,</li> <li>• apply the involved methods to given stylized examples on their own,</li> <li>• recognize in which real-life situations and how the results can be applied.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus</p>		
Allocation of places		
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Additional information		
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<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
keinem Studiengang zugeordnet

Module title		Abbreviation
<b>Analytical Information Systems</b>		12-M-BI-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course provides a comprehensive introduction to data management, statistical methods, and machine learning. The module covers topics such as SQL, data integration, streaming data, and various learning methods in artificial intelligence, including neural networks.		
Intended learning outcomes		
<ul style="list-style-type: none"> <li>• Understand data management, including data entry, annotation, and manipulation.</li> <li>• Learn general statistical techniques for data inspection, exploration, and analysis.</li> <li>• Effectively use machine learning approaches to perform predictive analytics.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module title			Abbreviation
Banking and Regulation			12-M-BR-262-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
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Intended learning outcomes			
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Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
keinem Studiengang zugeordnet			

Module title		Abbreviation
Communication in Business and Economics		12-M-BUC-262-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The lecture names introductory relevant communication models. Furthermore, the theoretical models of PR are discussed. The added value of communication for companies, business, politics, and science is explained. The discrepancy between journalism and PR is discussed, as well as the basic elements, instruments, goals, and forms of PR. The preparation and implementation of press meetings, conferences, campaigns, and events will be systematically explained, and the central aspects of corporate communications will be outlined. The exercise deals with the practical implementation of journalistic styles in the various media and provides an overview of the possibilities and concepts of PR work across different media and target groups.</p>		
Intended learning outcomes		
<p>After participating in the module courses, students are able to understand and apply PR and its forms, elements as well as methods and in a holistic context. Students learn professional competencies in the field of (business) communication with regard to reflection, argumentation, and exchange as a PR consultant in different areas. In addition, students will be able to apply concrete PR instruments in practice and prepare them professionally.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module title		Abbreviation
Corporate Engagement		12-M-CEN-262-m01
Module coordinator		Module offered by
--		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
<b>Contents</b>		
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<b>Intended learning outcomes</b>		
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<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
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<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
keinem Studiengang zugeordnet		

Module title			Abbreviation
Portfolio and Capital Market Theory			12-M-CF2-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module conveys profound knowledge of individual portfolio choices and on this basis the most important capital market theory (namely capital asset pricing model) is introduced, including its assumptions, implications and extensions. Syllabus:</p> <p>1. Modern Portfolio Selection</p> <p>    1. 2 Asset-Case</p> <p>    2. Multiple-Asset-Case</p> <p>    3. Critique of Portfolio Theory</p> <p>2. Capital Asset Pricing Model</p> <p>    1. Assumptions and Derivation</p> <p>    2. Implications</p> <p>3. Empirical Aspects, Extensions and Alternatives</p>			
Intended learning outcomes			
<p>This module enables the students</p> <p>(i) to explain and to determine the optimal capital market position of an investor given the different investment opportunities and individual utility function;</p> <p>(ii) to understand and use the central CAPM propositions for valuating risky assets.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 to 120 minutes) or</p> <p>b) portfolio (approx. 50 hours total)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
keinem Studiengang zugeordnet			

Module title		Abbreviation
Contract Theory		12-M-CT-262-m01
Module coordinator		Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of “moral hazard” (i.e., situations where one party has private knowledge after a contract has been signed) and “adverse selection” (i.e., situations where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws.</p> <p>Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving.</p> <p>The exposition is primarily based on the following textbook: Laffont and Martimort (2002): "The Theory of Incentives"</p>		
Intended learning outcomes		
<p>After completing the course students will be able to</p> <ul style="list-style-type: none"> <li>• explain essential findings of contract theory,</li> <li>• apply the involved methods to given stylized examples on their own,</li> <li>• interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information,</li> <li>• evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
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Additional information		
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<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: no courses offered
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
keinem Studiengang zugeordnet

Module title		Abbreviation
Decision Support Systems		12-M-DSS-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools (Python).		
Intended learning outcomes		
<p>After successfully completing the course, students should be able to</p> <ul style="list-style-type: none"> <li>• Understand the structure of classic business decision problems</li> <li>• Isolate key elements from general problem descriptions and convert them to quantitative decision models</li> <li>• Solve different classes of optimization problems (linear, integer, non-linear, stochastic, dynamic)</li> <li>• Implement decision support systems</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module title		Abbreviation
Enterprise AI		12-M-EAI-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Introduction to Enterprise AI  Business Requirements for AI Systems  ML Ops I: Data Engineering  ML Ops II: Obtaining Training Data  ML Ops III: Data Preprocessing  ML Ops IV: Feature Engineering  ML Ops V: Modeling &amp; Evaluation  ML Ops VI: Deployment  ML Ops VII: System Monitoring  ML Ops VIII: Updating in Production  Infrastructure and Tools  Managing Machine Learning Teams</p>		
Intended learning outcomes		
<p>In this course, you will learn the fundamentals for developing, deploying and maintaining machine learning systems in companies (MLOps). This includes an understanding of the associated IT infrastructure as well as staffing and organizational forms for managing machine learning and data science teams.</p> <p>You will refine and test your skills by practicing the theoretical concepts during exercise sessions. This includes a team project, where you and your peers will develop and deploy your own machine learning system.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)  Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or  b) portfolio (approx. 50 hours total)  Language of assessment: English  Assessment offered: In the semester in which the course is offered  creditable for bonus</p>		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>
keinem Studiengang zugeordnet

Module title		Abbreviation
Empirical Banking and Finance		12-M-EBF-262-m01
Module coordinator		Module offered by
--		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
--		
Intended learning outcomes		
--		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module title		Abbreviation
<b>E-Commerce</b>		12-M-EC1-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
E-commerce is a highly relevant field for almost all types of companies. However, the ecommerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies' current and future potential and make suggestions for improvements and for addressing future trends. Furthermore, each lecture session will contain short presentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general.		
Intended learning outcomes		
This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
Number of places: 15. WA: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
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Workload		
150 h		

<b>Teaching cycle</b>
Teaching cycle: summer semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
keinem Studiengang zugeordnet

Module title		Abbreviation
<b>Experimental Economics</b>		12-M-EE-262-m01
Module coordinator		Module offered by
holder of the Chair of Labour Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p><b>Aim and outline of the course:</b></p> <p>The Nobel Prizes for Daniel Kahneman and Vernon Smith 2002 and for Richard Thaler 2017 have underlined the increasing importance of experimental methods in economics. Experimental methods are used to collect data using randomization or a highly controlled environment. This course offers an introduction to the methodology of experimental economics and economic laboratory experiments.</p> <p>In the methodology part it is shown why experiments are a good tool to generate scientific knowledge. Furthermore, widely used techniques in economic experiments are explained and how economic experiments differ from experiments in other social sciences. This part also deals with methods of reasoning, i.e. how inferences can be drawn from evidence that is generated by experiments.</p> <p>The unifying theme of all laboratory experiments that will be covered is, understanding the behavior of agents, who produce and/or distribute goods by interacting with each other. The first topic is about markets and it includes experiments that shown under which conditions and institutions markets work very efficient and under which conditions and institutions they fail to yield a desirable outcome. The second topic includes experiments that look at the behavior of two agents, who bargain about the distribution of a common pie. On the basis of these results we will discuss experiments that try to explain bargaining behavior and show how agents deviate systematically from the neoclassical framework, i.e. the "homo oeconomicus". The third topic deals with cooperation and institutions that support cooperation in the long run as equilibrium. Further, systematic evidence will be presented on how individuals can be classified in different cooperative types and how these types can explain economic outcomes in natural environments. The forth topic concerns reciprocity, a strong determining factor of human behavior that is nearly universal. We will cover experiments that show how reciprocity can enforce relational contracts in the absence of third party enforcement. Moreover, there will be a special emphasis on how reciprocity affects labor markets.</p> <p>When time permits up to two additional topics will be covered. The first topic is about gender differences in competitiveness, risk-aversion and overconfidence. The second topic is about the elicitation of social norms.</p> <p><b>Prerequisites:</b> Participants should have a basic knowledge about microeconomics, game theory and econometrics.</p> <p><b>Literature:</b></p> <p>The course will be mainly paper based but the following books provide a good overview and complement the discussed papers.</p> <ul style="list-style-type: none"> <li>• Dharni, S. (2016). The Foundations of Behavioral Economic Analysis. Oxford University Press.</li> <li>• Guala, F. (2005). The Methodology of Experimental Economics. Cambridge University Press</li> </ul> <p>In addition lecture slides will be provided.</p>		
Intended learning outcomes		
<p>The aim of the course is to familiarize students with the methodology experimental economics. Further, students will be enabled to understand how causal evidence can be obtained using controlled variation and how to generalize from results that are derived in artificial laboratory setting to more natural environments. Moreover, the</p>		



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

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

V (2) + Ü (2)

Module taught in: English

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

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

b) portfolio (approx. 50 hours)

Language of assessment: English

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

**Allocation of places**

30 places.

WA1:

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

**Additional information**

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**Workload**

150 h

**Teaching cycle**

Teaching cycle: after announcement

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

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**Module appears in**

keinem Studiengang zugeordnet

Module title		Abbreviation
Entrepreneurship Fundamentals		12-M-EF-262-m01
Module coordinator		Module offered by
--		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
<b>Contents</b>		
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<b>Intended learning outcomes</b>		
--		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
keinem Studiengang zugeordnet		

Module title		Abbreviation
<b>Monetary Policy and the Financial System</b>		12-M-EG1-262-m01
Module coordinator		Module offered by
head of the Work Group of Empirical Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
This module is a thorough introduction to monetary policy. The course is divided into four sections. The first one repeats macroeconomic concepts. The second one deals with core topics on monetary policy and theory. In the third one, monetary policy with the zero lower bound on nominal interest rates constraint is analyzed. The fourth section deals with linkages between monetary and fiscal policy.		
<b>Intended learning outcomes</b>		
Students will acquire a thorough understanding of the theory and practice of monetary policy. Students gain expertise on institutional aspects and theoretical monetary models. Having completed the module, students will be able to understand current developments in monetary policy and and apply models and theories to analyze and evaluate these.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
keinem Studiengang zugeordnet		

Module title			Abbreviation
Efficiently Inefficient Financial Markets			12-M-EIFM-262-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
keinem Studiengang zugeordnet			

Module title		Abbreviation
Empirical International Trade		12-M-ETT-262-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Quantitative International and Environmental Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>What are the effects of regional trade agreements? How effective is the World Trade Organization in fostering international trade flows? How strong are the responses to tariff changes, such as the ones implemented in the US-China trade war? These are some examples of questions tackled in empirical international trade. Empirical research in international trade is characterized by a tight link between economic theory and econometric specifications. The course will introduce the gravity model of international trade, which is the workhorse model in empirical trade research. Based on a theoretical derivation of the model, students will learn both how to estimate the corresponding structural econometric model and how to use the model to perform counterfactual policy analyses. Using the trade gravity expression as a starting point, closely related models for example for international migration, FDI flows, or carbon emissions embodied in international trade will also be considered.</p> <p>Besides the lectures, the course will also contain computer exercises in which the students will implement the different estimations and simulations themselves. At the end of the term, students will write a term paper in which they perform their own empirical investigation of a trade policy measure.</p>		
Intended learning outcomes		
<ul style="list-style-type: none"> <li>• knowledge of key concepts in empirical international trade</li> <li>• reproduction of theoretical and econometric arguments in the recent empirical trade literature</li> <li>• implementation of econometric and general equilibrium analysis on the computer</li> <li>• own empirical analysis</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
20 places WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
150 h		

<b>Teaching cycle</b>
Teaching cycle: summer semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
keinem Studiengang zugeordnet

Module title			Abbreviation
Group Accounting			12-M-GA-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>As businesses expand, the complexity of managing and reporting financial information across multiple subsidiaries and countries increases dramatically. Group accounting is crucial for companies operating on a large scale, as it involves consolidating diverse financial data into a single, cohesive set of financial statements that reflect the financial status of the entire corporation. This module covers the necessary knowledge to prepare and interpret consolidated financial statements under the International Financial Reporting Standards (IFRS). We will discuss the basic principles of group accounting and provide in-depth knowledge of the relevant standards. Students get to know the different types of mergers, acquisitions, and investments and the accounting methods needed to inform stakeholders about these activities. Students learn why consolidated financial statements are relevant and how the consolidation process works. In addition, we cover various recent topics in group accounting, e.g., the treatment of goodwill and why regulating it is becoming increasingly difficult.</p>			
Outline			
<ul style="list-style-type: none"><li>• Economic principles of group accounting</li><li>• Scope of consolidation</li><li>• Preliminary measures</li><li>• Capital consolidation</li><li>• Debt consolidation</li><li>• Consolidation of revenues and expenses</li><li>• At-equity consolidation</li></ul>			
Intended learning outcomes			
<p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"><li>• Explain the essential concepts and elements of group accounting;</li><li>• Prepare consolidated financial statements and solve relevant consolidation issues;</li><li>• Recognize the necessity of consolidated financial statements and critically evaluate consolidated financial statements.</li></ul>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 to 120 minutes) or</p> <p>b) portfolio (approx. 50 hours total)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>			
Allocation of places			
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Additional information			
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Workload			
150 h			
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<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
keinem Studiengang zugeordnet



<b>Module title</b>		<b>Abbreviation</b>
<b>Global Logistics &amp; Supply Chain Management</b>		12-M-GLSC-262-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.		
<b>Intended learning outcomes</b>		
After completing this course students can (i) analyze and evaluate global production networks; (ii) develop and apply appropriate methods to plan production networks; (iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
keinem Studiengang zugeordnet		

Module title			Abbreviation
Human Resource Management and Industrial Relations			12-M-HRM-262-m01
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The lecture "Human Resource Management and Industrial Relations" introduces advanced theories, estimation techniques and empirical results from the areas of human resources management and institutional frameworks such as ithe different actors in ndustrial relations.</p> <p>Syllabus</p> <p>Introduction: Human Resource Management &amp; Industrial Relations</p> <p>Chapter 1: The employment contract</p> <p>Chapter 2: Motivation</p> <p>Chapter 3: Employee resistance against reorganisations</p> <p>Chapter 4: The role of works councils</p> <p>Chapter 5: Works councils and the employer wage structure</p> <p>Chapter 6: The behaviour of labour unions</p> <p>Chapter 7: Credentials and signaling</p> <p>Chapter 8: Demographic challenges of HRM</p> <p>Literature</p> <p>Milgrom, Roberts (1992), Economics, Organization and Management, Prentice Hall, Englewood Cliffs</p> <p>Picot, Dietl, Franck, Fiedler, Royer (2015), Organisation – Theorie und Praxis aus ökonomischer Sicht, 7. Auflage, Schäffer Poeschel, Stuttgart</p> <p>Zwick (2003), Empirische Determinanten des Widerstandes von Mitarbeitern gegen Innovationen, Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung 55, 45-59</p> <p>Freeman, Lazear (1995), An Economic Analysis of Works Councils, in Rogers, Streeck (eds.), Works Councils, Chicago, 27-50</p> <p>Addison, Teixeira, Zwick (2010), Works Councils and the Anatomy of Wages, Industrial and Labor Relations Review 63 (2), 240-273</p> <p>Atherton (1973), Theory of Union Bargaining Goals, Princeton University Press, Princeton, NJ.</p> <p>Garibaldi (2006), Personnel Economics in Imperfect Labour Market, Oxford University Press, Oxford (chapter 6).</p> <p>Mohrenweiser, Wydra-Somaggio, Zwick (2020), Information advantages of training employers despite credible training certificates, Oxford Economic Papers 72(3), 651-671.</p> <p>Malmberg, Lindh, Halversson (2008), Productivity consequences of workforce aging: Stagnation or Horndal effect. In Prskawetz, Bloom, Lutz (eds.), Population and Development Review, Population Ageing, Human Capital Accumulation, and Productivity Growth (suppl. to Vol. 34), 238-256</p>			
Intended learning outcomes			
The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or			
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b) portfolio (approx. 50 hours total)  
Language of assessment: English  
creditable for bonus

**Allocation of places**

--

**Additional information**

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**Workload**

150 h

**Teaching cycle**

Teaching cycle: summer semester

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

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**Module appears in**

keinem Studiengang zugeordnet

Module title		Abbreviation
Digital Strategy		12-M-IBS-262-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.		
Intended learning outcomes		
<ul style="list-style-type: none"> <li>• Become familiar with theoretical concepts of strategy development and implementation in the e-business context</li> <li>• Understand the strengths and weaknesses of different frameworks and approaches as well as the prerequisites for their meaningful application</li> <li>• Apply the concepts to case studies and derive action-oriented recommendations from them</li> <li>• Learn how to transfer the concepts to other entrepreneurial situations from their studies or work</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module title			Abbreviation
Intercultural Communication			12-M-IC-262-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
25 places. WA <sub>1</sub> : (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
keinem Studiengang zugeordnet			

Module title			Abbreviation
Sales and Communications Management			12-M-IMM-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This course provides students with a comprehensive understanding of sales strategies and communication techniques that are essential for success in today's dynamic business environment. By looking at sales management, including the design of sales structures, strategic management and human resource management, as well as communication management, which includes traditional and digital means of communication, students will gain a comprehensive overview of the relevant subject areas.</p> <p>Rough course structure:</p> <ul style="list-style-type: none"><li>• Sales management:</li><li>• Designing the sales structure</li><li>• Strategic sales management</li><li>• Management of sales staff</li><li>• Communication management:</li><li>• Traditional communication tools (e.g. TV, flyers)</li><li>• Digital communication tools (e.g. social media marketing; search engine marketing, display advertising)</li><li>• Systematic channel integration</li></ul>			
Intended learning outcomes			
Through theoretical understanding and practical application, students will develop proficiency in strategic and operational sales management and the utilization of diverse communication instruments to achieve organizational objectives and maximize market impact.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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<b>Module appears in</b>
keinem Studiengang zugeordnet

Module title		Abbreviation
International Trade and the Multinational Firm		12-M-ITMF-262-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p><b>Content</b> The lecture starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms. [If time permits the Armington model and the standard neoclassical model will be addressed.]</p> <p><b>Outline</b> I Ricardian Trade Theory II Heckscher-Ohlin Trade Theory III New Trade Theory: Intra-Industry Trade, Increasing Returns to Scale, Imperfect Competition IV Firm Heterogeneity, Trade and FDI V The Multinational Firm</p> <p><b>Literature:</b> The module draws heavily on articles from scholarly journals and handbooks. A detailed list of references with further references, notably journal articles, is provided with each chapter of the lecture. Material from the following books is also used:</p> <p>Helpman, E. (2011). Understanding Global Trade. Princeton University Press. Feenstra, R.C. (2016). Advanced International Trade. Theory and Evidence. Princeton University Press, Second Edition Caves, R., R.W. Jones and J.A. Frankel (2007). World Trade and Payments. Addison Wesley Bhagwati, J., A. Panagariya and T. N. Srinivasan (1998). Lectures on International Trade. Second Edition. MIT Press Gandolfo, G. (1998). International Trade Theory and Policy. Springer-Verlag, Berlin and New York Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995). International Trade. McGrawHill Barba Navaretti, G. and A.J. Venables (2004). Multinational Firms in the World Economy. Princeton University Press</p>		
Intended learning outcomes		
The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening of the international division of labor, in particular the repercussions of the global economy on national economies.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English		
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Assessment offered: In the semester in which the course is offered creditable for bonus
<b>Allocation of places</b>
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<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
keinem Studiengang zugeordnet

Module title		Abbreviation
<b>Marketing Analytics</b>		12-M-MA-262-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Marketing Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Marketing analytics involves the collection, management, and analysis of data to gain insights into the performance of marketing activities. In fact, it is increasingly possible to use data analysis to inform, make, and even automate marketing decisions. The goal of this course is to provide students with a hands-on understanding of key methods and specific techniques used in marketing analytics. This requires substantive knowledge in marketing as well as of fundamental ideas at the intersection of statistics, economics, psychology, and computer science.</p> <p>The course will cover fundamentals of data science, including data wrangling and data exploration, and will then turn to applied, real-world marketing analytics problems such as marketing mix modeling, market segmentation, and measuring preferences and demand. Emphasis will be placed on data visualization and valuable methods for causal inference in marketing. The course will also delve into a few advanced marketing topics. To provide a hands-on learning experience, the course will include practical applications of the covered content using the R programming language.</p>		
Intended learning outcomes		
<ul style="list-style-type: none"> <li>• Understand key methods and techniques used in marketing analytics and how to apply them to real-world problems.</li> <li>• Learn to identify the appropriate analytical methods to use for specific marketing problems.</li> <li>• Develop proficiency in data wrangling and data exploration techniques.</li> <li>• Develop skills in data visualization and interpretation to effectively communicate marketing insights.</li> <li>• Gain hands-on experience with the R programming language and apply it to solving marketing analytics problems.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>
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Module title		Abbreviation
Master-Thesis Management International		12-M-MTMI-262-mo1
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
30	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	Highly recommended: Successful completion of module 12-M-ASFA or 12-M-ASOI or 12-M-ASME or 12-M-ASBE (seminars from the tracks). If necessary, topic-specific modules as determined by the supervisor.
<b>Contents</b>		
Students will complete their degree with a Master's thesis in which they will be required to independently research and write on a topic in the area of business management and economics, drawing on the subject-specific knowledge they have acquired and adhering to the principles of good scientific practice. This thesis may either take the form of an analysis and structured presentation of the existing literature on a certain topic or may, as is often the case, also include a presentation of the students' own original achievements, e. g. new algorithms developed by students or the (further) development of a theoretical model.		
<b>Intended learning outcomes</b>		
In the master thesis students prove that they can plan and carry out a science-based work to solve a particular problem within a specified period autonomously and to document the results in accordance with the professional scientific standards in writing. Students are able to understand relevant contributions to research and professional practice, critically analyze and assess the relevance to their own specific questions. They can assess and recognize major lines of development and dynamics of the subject and therefore also the need to retrain continuously.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
No courses assigned to module		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
Master's thesis (60 to 80 pages) Language of assessment: English Assessment offered: Ongoing, after consultation with supervisor and registration		
<b>Allocation of places</b>		
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<b>Additional information</b>		
Time to complete: 6 months		
<b>Workload</b>		
900 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
keinem Studiengang zugeordnet		

<b>Module title</b>		<b>Abbreviation</b>
<b>Mobile and Ubiquitous Business</b>		12-M-MUS-262-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
The module provides an overview of technologies and business applications of mobile networks, end devices, applications (including mobile commerce and payment) through to smart objects in a future "Internet of Things". Basic concepts and their use in practice are illustrated using numerous examples. In the accompanying exercise, corresponding case study texts are analyzed and discussed.		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>• Understanding the technological foundations and capabilities of mobile and ubiquitous systems and their integration into existing IS infrastructures</li> <li>• Analyzing business applications in processes, products/services, and business models</li> <li>• Analysis and evaluation of the operational and strategic implications of such technologies from a management perspective</li> <li>• Application of the learned concepts to real management challenges based on case studies</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
<b>Allocation of places</b>		
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<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
keinem Studiengang zugeordnet		

Module title		Abbreviation
<b>Econometrics 1</b>		12-M-OE1-262-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.</p> <p>Linear algebra is used as formal aid.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Random variables</li> <li>2. Important distributions</li> <li>3. Point estimates</li> <li>4. Simple linear regression model</li> <li>5. Model assumptions</li> <li>6. Model properties</li> <li>7. Simple hypothesis tests</li> <li>8. Multiple linear regression model</li> <li>9. Linear restrictions</li> <li>10. Dummy variables</li> <li>11. Multiple hypothesis tests</li> </ol>		
Intended learning outcomes		
<p>The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.</p> <p>The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Micro-econometrics" und "Financial Econometrics".</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or</p> <p>b) portfolio (approx. 50 hours total)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>		
Allocation of places		
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<b>Additional information</b>
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<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: each semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
keinem Studiengang zugeordnet

Module title		Abbreviation
<b>Econometrics 2</b>		12-M-OE2-262-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid.</p> <p>Syllabus:</p> <ol style="list-style-type: none"> <li>1. Specification analysis</li> <li>2. Multicollinearity</li> <li>3. Heteroskedasticity</li> <li>4. Autocorrelated disruptive terms</li> <li>5. Generalized least squares (GLS)</li> </ol>		
Intended learning outcomes		
<p>Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the estimation methods in scientific work, to work independently on adequate implementation of empirical analyzes and to answer selected (economic) scientific issues if available data with the above-mentioned involved problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or</p> <p>b) portfolio (approx. 50 hours total)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		



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

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**Module appears in**

keinem Studiengang zugeordnet

Module title		Abbreviation
<b>Organizational Economics and Digital Transformation</b>		12-M-OEDT-262-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course Organizational Economics and Digital Transformation introduces advanced topics in organizational economics, with a focus on economic decision-making within organizations. Concepts and tools from microeconomic theory, as well as empirical findings from field studies and laboratory experiments, are incorporated, such as those related to performance measurement and incentives, organizational structure, and authority. Additionally, the course integrates key aspects of digital transformation shaping modern business landscapes. Thus, students not only gain a solid overview of the fundamental principles of organizational economics but also insights into the challenges, opportunities, and strategies associated with the digital transformation of businesses.</p>		
Intended learning outcomes		
<p>With this course,</p> <ul style="list-style-type: none"> <li>• students will be able to understand and reflect on modern microeconomic concepts and current organizational economics.</li> <li>• students will learn to master and apply quantitative microeconomic methods.</li> <li>• students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology.</li> <li>• students learn how digital transformation impacts organizations and their architecture.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		
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Module title		Abbreviation
Optimization in Practice		12-M-OIP-262-m01
Module coordinator		Module offered by
--		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
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Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module title			Abbreviation
Policy and Management Evaluation Methods			12-M-PEM-262-m01
Module coordinator		Module offered by	
holder of the Chair of Data Science in Business and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This course offers an introduction to the fundamentals of causal inference and to widely used research designs in the social sciences. In the first part a framework for understanding causality is introduced. Specifically, the epistemological differences between association, intervention and counterfactuals are explained. Then it is shown why experiments are paramount in generating causal knowledge and which assumptions are needed for which level of the causal hierarchy. Finally, we will discuss two widely used approaches to causality in the social sciences, i.e. potential outcomes and directed acyclic graphs.</p> <p>The second part is devoted to the research designs regressions analysis, difference-in-differences, instrumental variables, and regression discontinuity. The emphasis is how these research designs are for example applied to answer important questions in labour economics such as the effects of a minimum wage increase on employment or the effect of children on female labour supply and wages.</p> <p>The assumptions each research design requires in order to identify a causal effect will be at center stage of the lecture. Therefore the emphasis is to teach students <i>what</i> one needs to estimate in order to answer a given question. Further, the research designs are discussed such that students will be able to evaluate and apply these research designs to other questions and fields.</p>			
Intended learning outcomes			
At the end of the course, students should be able to understand basic concepts and methods of causal inference, as well as read, interpret, and assess the credibility of scientific publications. In addition, the course serves as preparation for advanced statistics and econometrics courses.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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<b>Module appears in</b>
keinem Studiengang zugeordnet

Module title		Abbreviation
Research in Behavioral Economics		12-M-RBE-262-m01
Module coordinator		Module offered by
--		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
<b>Contents</b>		
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<b>Intended learning outcomes</b>		
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<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
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<b>Module appears in</b>		
keinem Studiengang zugeordnet		

Module title		Abbreviation
Accounting and Capital Markets		12-M-REKA-262-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, questions regarding cost accounting, management control systems, behavioral control and decision-making functions of accounting, quality of financial reporting, and publicity are discussed.		
Intended learning outcomes		
Initially, students acquire a fundamental knowledge of the conception and impact of management and financial accounting as information systems, as well as the economic impacts of the configuration of management and financial accounting. They understand analytical and empirical models from relevant research literature and can interpret and explain the results. Upon completion of the course, the students are able to assess and evaluate the impacts of changes in institutional general frameworks such as changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module title			Abbreviation
Research in Finance & Accounting			12-M-SC-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Research and research skills are foundational to driving business success in a world where information is abundant and constantly evolving. They provide businesses and professionals with the tools needed to navigate complexity, innovate effectively, and compete on a global scale. In today's data-driven landscape, businesses rely on thorough research to make informed decisions. Research skills enable professionals to gather, analyze, and interpret data effectively, ensuring that decisions are based on solid evidence rather than intuition. Moreover, the modern business environment is characterized by rapid change. Continuous learning, facilitated by strong research skills, helps individuals and organizations remain adaptable. These skills enable professionals to keep up with industry developments, technological advancements, and shifts in consumer behavior, ensuring that they are always equipped to respond to new challenges and opportunities. This module is designed to equip students with the skills necessary to conduct rigorous empirical research.</p>			
Outline			
<ul style="list-style-type: none"><li>• Introduction to current research</li><li>• How to develop a research question</li><li>• How to conduct research</li><li>• Introduction to various data sources</li><li>• Introduction to applied research methods</li><li>• Visualizing research findings</li></ul>			
Intended learning outcomes			
Upon completion of this module, students will be able to:			
<ul style="list-style-type: none"><li>• Identify and motivate a relevant research question;</li><li>• Find relevant scientific literature and interpret it with regard to a specific research question;</li><li>• Address a research question using empirical analyses.</li></ul>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			



<b>Teaching cycle</b>
Teaching cycle: after announcement
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
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Module title		Abbreviation
<b>Seminar: Supply Chain Competition</b>		12-M-SCC-262-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management.		
Intended learning outcomes		
After completing this seminar students  i. selected and applied quantitative models for procurement, production, sales and supply chain management, ii. faced the practical problems when using real data to feed models, iii. and understand the challenges to reach a coordinated decision in a company.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: Once a year, winter semester creditable for bonus		
Allocation of places		
Number of places: 12. WA: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with 1.b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		

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

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**Module appears in**

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Module title		Abbreviation
<b>Strategic Decisions and Competition</b>		12-M-SDC-262-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>1. Strategic situations and decision making</p> <p>2. Analyzing strategic situations with game theory</p> <p>1. Noncooperative simultaneous move games</p> <p>2. Nash equilibrium</p> <p>3. Models of oligopoly markets</p> <p>3. Dynamic Games</p> <p>1. Two(-multi) stage games and subgame perfect equilibrium</p> <p>2. Role of commitment in dynamic situations</p> <p>3. Models of advertising</p> <p>4. Wage bargaining and unions</p> <p>4. Repeated Games</p> <p>1. Emergence of coordination in long interactions</p> <p>2. Collusion between competing firms</p> <p>3. Time consistent monetary policy</p> <p>5. Static games of incomplete Information</p> <p>1. Bayesian Nash equilibrium</p> <p>2. Auctions</p> <p>6. Dynamic games of incomplete information</p> <p>1. Moral hazard and nonlinear pricing</p> <p>2. Perfect Bayesian equilibrium</p> <p>3. Signalling games</p> <p>4. Job-market signalling</p> <p>5. Corporate investment and capital structure</p>		
Intended learning outcomes		
<p>After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.</p>		

<b>Courses</b> (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2) Module taught in: English
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus
<b>Allocation of places</b>
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<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
keinem Studiengang zugeordnet

Module title			Abbreviation
Marketing Research			12-M-SM-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This course provides students with a comprehensive understanding of the principles and processes of conducting effective marketing research. This includes, for example, understanding latent constructs, designing data collection methods and questionnaires, and setting up experiments. In addition, students will learn techniques for data analysis and interpretation using SPSS, covering univariate, bivariate and multivariate analysis methods to derive actionable insights from the research results.</p> <p>Rough course structure:</p> <ul style="list-style-type: none"><li>• Basics and process of marketing research</li><li>• Introduction to marketing research</li><li>• Latent constructs</li><li>• Data collection &amp; questionnaire design</li><li>• Experimental set-up</li></ul> <p>Data analysis and interpretation</p> <ul style="list-style-type: none"><li>• Introduction to SPSS</li><li>• Univariate and bivariate analysis methods</li><li>• Multivariate analysis methods (various forms of regression analysis; analysis of variance; conjoint analysis; mediation analysis; structural equation modeling)</li></ul>			
Intended learning outcomes			
Through theoretical considerations as well as practical exercises and case studies, students develop the necessary skills to collect and analyze data in order to make strategic marketing decisions.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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<b>Module appears in</b>
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Module title		Abbreviation
Strategic Management of Global Supply Chains		12-M-SMGS-262-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.</p>		
Intended learning outcomes		
<p>After completing this course students</p> <p>(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and</p> <p>(ii) understand the effects of global value chains onto strategic company decisions.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or</p> <p>b) portfolio (approx. 50 hours total)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		



Module title			Abbreviation
Tax Planning			12-M-SP-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed.</p> <p>Part I</p> <p>1. Introduction</p> <p>2. The Influence of Taxes on Investment Decisions According to the “Standard Model”</p> <p>3. Tax facts</p> <p>4. Extensions of the Standard Model</p> <p>5. Neutral profit taxation</p> <p>6. Taxation and financing decisions</p> <p>7. Tax planning for corporations</p> <p>8. Taxation of Labor and Capital in Different Legal Forms</p> <p>Part II</p> <p>1. Taxation of cross border investments and tax reform</p>			
Intended learning outcomes			
<p>This course enables students to</p> <p>(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;</p> <p>(ii) analyze the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;</p> <p>(iii) read and discuss research and policy papers in the field of taxation.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 to 120 minutes) or</p> <p>b) portfolio (approx. 50 hours total)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
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**Module appears in**

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Module title		Abbreviation
Selected Topics in Career Development		12-M-STC-262-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module title		Abbreviation
Selected Topics in Business Analytics		12-M-STDA-262-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module title		Abbreviation
Selected Topics in Economics		12-M-STE-262-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module title		Abbreviation
<b>Selected Topics in Management 1</b>		12-M-STM1-262-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module title		Abbreviation
Selected Topics in Research		12-M-STR-262-m01
Module coordinator		Module offered by
--		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	--	--
Contents		
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Intended learning outcomes		
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Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module title			Abbreviation
Selected Topics in Behavioral Economics 1			12-M-TBEC1-262-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
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Intended learning outcomes			
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Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
keinem Studiengang zugeordnet			



Module title		Abbreviation
<b>Applied Data Analysis and Machine Learning</b>		12-M-TDS-262-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Microeconomics, esp. Economics of Digitization		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Data science is concerned with extracting knowledge and valuable insights from data assets. This course provides an introduction to data science and its application in business and economics. Participants will be familiarized with data handling in Python, data visualization, and various machine learning techniques for prediction and estimation. We will apply the acquired knowledge in topics from business and economics.</p> <p>The course will be divided into two parts: the lecture where the techniques will be taught as well as exercise in which students will be able to work with data on their own.</p>		
Intended learning outcomes		
<p>In this module,</p> <ul style="list-style-type: none"> <li>• students learn data handling and visualization in Python.</li> <li>• students are familiarized with the development and evaluation of machine learning models.</li> <li>• students gain an understanding of how to apply the taught techniques to real data sets.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module title			Abbreviation
Applied Topics in Data Science in Business and Economics			12-M-TE-262-m01
Module coordinator		Module offered by	
holder of the Chair of Data Science in Business and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This course aims to equip students with key empirical research methods and their applications in business and economics. The course will cover the development of empirical research ideas, research designs, data generation, data editing, and data analysis. The course will use a paper-based approach to introduce and apply these topics. Additionally, students will learn about existing panel datasets and be led to perform their own empirical research. Students that attend this course should have advanced knowledge in statistics and econometrics.			
Intended learning outcomes			
By the end of the course, students will have a comprehensive understanding of how to conduct empirical research in business and economics.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
24 places. WA <sub>1</sub> : (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
keinem Studiengang zugeordnet			

Module title			Abbreviation
Selected Topics in Finance & Accounting 1			12-M-TFA1-262-mo1
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
keinem Studiengang zugeordnet			

Module title		Abbreviation
<b>Selected Topics in Marketing &amp; Entrepreneurship 1</b>		12-M-TME1-262-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"> <li>• courses taken at other German or non-German universities</li> <li>• additional courses offered on a short-term basis</li> <li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li> </ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>		
Intended learning outcomes		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
keinem Studiengang zugeordnet		

Module title			Abbreviation
Selected Topics in Operations & Information Management 1			12-M-TOF1-262-m01
Module coordinator		Module offered by	
--		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
--			
Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
keinem Studiengang zugeordnet			

Module title			Abbreviation
Financial Analysis			12-M-UA-262-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>In today's rapidly changing economic landscape, the ability to effectively analyze financial information is more critical than ever. Financial analysis is essential for interpreting past and current financial data to make predictions about future performance and guide strategic decisions that affect the overall business. This module offers students the tools and methodologies needed to evaluate the financial position of companies, assess investment opportunities, and make informed financial decisions. We provide a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations.</p>			
Outline			
<ul style="list-style-type: none"><li>• Introduction to financial analysis</li><li>• Analysis of earnings information</li><li>• Analysis of balance sheet information</li><li>• Analysis of cash flows</li><li>• Analysis of selected balance sheet positions</li></ul>			
Intended learning outcomes			
<p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"><li>• Understand corporate financial statements and identify value-relevant information;</li><li>• Provide relevant valuation techniques and recognize the fundamental role of financial information in the valuation process;</li><li>• Apply valuation models to practical cases and make informed investment decisions.</li></ul>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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<b>Module appears in</b>
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Module title		Abbreviation
Corporate Entrepreneurship and Innovation		12-M-UGF1-262-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an 'intrapreneurial' or entrepreneurial career.</p> <ol style="list-style-type: none"> <li>(1) Introduction to corporate entrepreneurship</li> <li>(2) Antecedents and forms of corporate entrepreneurship</li> <li>(3) Corporate strategy and corporate entrepreneurship</li> <li>(4) Organizational structure and corporate entrepreneurship</li> <li>(5) Human resource management and corporate entrepreneurship</li> <li>(6) Building supportive organizational cultures</li> <li>(7) Entrepreneurial control systems</li> <li>(8) Entrepreneurial leadership</li> <li>(9) The corporate entrepreneur as a champion and diplomat</li> <li>(10) The pay-off from corporate entrepreneurship</li> <li>(11) Corporate venture capital</li> <li>(12) Corporate entrepreneurship in nonprofit and government organizations</li> <li>(13) Universities and academic spin-offs</li> <li>(14) Wrap-up and Q&amp;A</li> </ol>		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Clarify the role of corporate entrepreneurship</li> <li>• Explain theoretical concepts and mechanisms behind corporate entrepreneurship</li> <li>• Enable students to critically appraise alternative approaches to corporate entrepreneurship</li> <li>• Enable students to evaluate the boundaries and risks of corporate entrepreneurship</li> </ul> <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Create and evaluate concepts related to corporate entrepreneurship</li> <li>• Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage</li> <li>• Make judgements about the organizational and managerial implications of corporate entrepreneurship</li> <li>• Systematically choose between different routes of action</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or</p> <p>b) portfolio (approx. 50 hours total)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>		



<b>Allocation of places</b>
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<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
keinem Studiengang zugeordnet

Module title		Abbreviation
<b>Corporate Strategy</b>		12-M-UGF2-262-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This theory-led and application-oriented module provides you with critical knowledge and skills related to corporate strategy—essential for anyone aspiring to take on leadership roles in their future career, may it be in the private or public sector. The module goes beyond basic knowledge about strategic management provided by bachelor-level modules.</p> <p>(1) Developing strategies in pursuit of competitive advantage  (2) Corporate diversification  (3) Vertical integration and outsourcing  (4) Mergers &amp; acquisitions  (5) Dynamic strategies  (6) Cooperative strategies  (7) Corporate spin-offs and spin-outs  (8) Internationalization strategies (I)  (9) Internationalization strategies (II)  (10) Strategic change  (11) Corporate strategies and new technologies  (12) Corporate governance and corporate social responsibility  (13) Corporate communication and crisis management  (14) Wrap-up and Q&amp;A</p>		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Clarify the role of corporate strategy</li> <li>• Explain theoretical concepts and mechanisms behind corporate strategy</li> <li>• Enable students to critically appraise alternative approaches to corporate strategy</li> <li>• Enable students to evaluate the boundaries and risks of corporate strategy</li> </ul> <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Assess the role of corporate strategy for creating and sustaining competitive advantage</li> <li>• Create and evaluate concepts related to corporate strategy</li> <li>• Make judgements about the organizational and managerial implications of corporate strategy</li> <li>• Systematically choose between different routes of action</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		

<b>Allocation of places</b>
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<b>Additional information</b>
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<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
keinem Studiengang zugeordnet

Module title		Abbreviation
<b>Digital Entrepreneurship and Digital Transformation</b>		12-M-UGF3-262-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module provides an introduction into digital entrepreneurship and digital transformation.</p> <p>(1) Introduction  (2) Digital business models  (3) Identifying and exploiting opportunities for digital entrepreneurship  (4) Strategies for creating competitive advantage in digital entrepreneurship  (5) Digital marketing for entrepreneurs  (6) Crowdfunding for entrepreneurs  (7) Design thinking  (8) Lean startup  (9) Platform ecosystems and online communities  (10) Digital strategy and digital transformation  (11) The agile organization  (12) Crowdsourcing  (13) Cyberfraud  (14) Wrap-up and Q&amp;A</p>		
Intended learning outcomes		
<p>Educational aims: Clarify the role of digital entrepreneurship and digital transformation. Explain theoretical concepts and mechanisms behind digital entrepreneurship and digital transformation. Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation. Enable students to evaluate the boundaries and risks of digital entrepreneurship and digital transformation</p> <p>Learning outcomes: On successful completion of this module students will be able to (1) Assess the role of digital entrepreneurship and digital transformation for creating and sustaining competitive advantage, (2) Create and evaluate concepts related to digital entrepreneurship and digital transformation, (3) Make judgements about the organizational and managerial implications of digital entrepreneurship and digital transformation, (4) Systematically choose between different routes of action.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
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<b>Teaching cycle</b>
Teaching cycle: summer semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
keinem Studiengang zugeordnet