



Subdivided Module Catalogue  
for the Subject  
**International Economic Policy**  
as a Master's with 1 major  
with the degree "Master of Science"  
(120 ECTS credits)

Examination regulations version: 2015  
Responsible: Faculty of Management and Economics

## Learning Outcomes

German contents and learning outcome available but not translated yet.

Der Masterstudiengang International Economic Policy (VWL) wird von der Wirtschaftswissenschaftlichen Fakultät der JMU als forschungsorientierter Studiengang mit dem Abschluss „Master of Science“ (M. Sc.) im Rahmen eines konsekutiven Bachelor-Master-Modells angeboten. Der Grad des Master of Science stellt einen weiteren forschungsorientierten und berufsqualifizierenden Abschluss dar; die im Rahmen des Masterstudiums erworbene Qualifikation entspricht der eines Diplom-Volkswirt oder einer Diplom-Volkswirtin.

In Übereinstimmung mit den Qualitätszielen der Wirtschaftswissenschaftlichen Fakultät erwerben die Studierenden vertiefte Kenntnisse und Fähigkeiten im Bereich der Volkswirtschaftslehre und können die Methoden des Fachgebiets anwenden. Der Studiengang führt so zu einer hohen wissenschaftlichen Qualifikation und Selbstständigkeit auf diesem Gebiet. Im Einzelnen: Der Studiengang ermöglicht neben einer allgemeinen wirtschaftswissenschaftlichen Ausrichtung auf mindestens zwei verschiedene volkswirtschaftliche Kernbereiche eine fokussierte Ausbildung auf bestimmte Berufsgruppenbereiche. Diese Wahl zwischen einer eher generalistischen Ausbildung mit individueller Schwerpunktsetzung in bis zu drei Schwerpunkten oder der gezielten Vorbereitung auf ein spezielles Berufs- und Arbeitsfeld spiegelt die Tradition der Fakultät mit dem Fokus auf eine breite und methodisch fundierte wissenschaftliche Ausbildung wider. Gleichzeitig stellt dieses Modell eine Reaktion auf die stetig steigenden Anforderungen eines international ausgerichteten Arbeitsmarktes mit der Forderung nach Expertenwissen dar.

Der Masterabschluss ist ein zweiter berufsqualifizierender Abschluss, welcher auf einem wirtschaftswissenschaftlichen Bachelorstudiengang (bzw. einem Bachelorstudiengang mit vornehmlich wirtschaftswissenschaftlichen Inhalten) aufbaut. Durch die Masterprüfung wird festgestellt, ob die Studierenden die Zusammenhänge im Bereich International Economic Policy (VWL) darstellen und abgrenzen können und sich in mindestens zwei Schwerpunkten aus dem Bereich der Volkswirtschaftslehre so spezialisiert haben, dass sie einen eigenen Forschungsbeitrag darin leisten können.

Durch die Ausbildung und Schulung des analytischen Denkens erwerben die Studierenden die Fähigkeit, sich später in die an sie herangetragenen Aufgabengebiete einzuarbeiten und insbesondere das bereits aus dem Bachelorstudium erworbene Grundwissen in einem Masterstudiengang selbstständig anzuwenden sowie auf neue Aufgabenstellungen zu übertragen. Die Absolventinnen und Absolventen sind in der Lage, Informationen im ökonomischen Kontext differenziert zu betrachten und sie mit geeigneten Modellen und Methoden zu analysieren und zu bewerten. Unter Berücksichtigung ethischer und ökologischer Fragestellungen können sie Potenziale und Risiken abschätzen sowie nachhaltige Verbesserungen oder Lösungen entwickeln. Ihre Urteile sind wissenschaftlich fundiert und beziehen die Abschätzung ökologischer und gesellschaftlicher Folgen ein. Die Absolventinnen und Absolventen sind in der Lage, ihre Entscheidungen zu erläutern und unter Beachtung wissenschaftlicher Grundsätze zu verteidigen.

Die Absolventinnen und Absolventen können am wissenschaftlichen Diskurs mit Fachvertreterinnen und Fachvertretern teilnehmen. Sie haben die notwendigen unternehmerischen, interkulturellen und Innovationskompetenzen für verantwortungsvolle Positionen in internationalen Teams und Unternehmen erworben. Neben Tätigkeiten in der Praxis sollen die Absolventen befähigt werden, in Universitäten und wissenschaftlichen Einrichtungen tätig zu werden.

Zum Erreichen dieser Ziele ist ein hohes Maß an Eigeninitiative der Studierenden erforderlich. Studieren bedeutet insbesondere auch ein Selbststudium und das Studieren in Arbeitsgruppen. Die wissenschaftliche Literatur ist dabei eine unentbehrliche Hilfe. Für den Erfolg im Studium und den beruflichen Erfolg nach dem Studium sind die Beherrschung der englischen Sprache und möglichst einer weiteren Fremdsprache in Wort und Schrift sowie Kenntnisse in Rhetorik und Präsentationstechniken besonders förderlich. Die Entwicklung dieser Kenntnisse fordert die eigene Initiative der Studierenden über das Lehrangebot hinaus. Das Studium fördert die Persönlichkeitsentwicklung und Ausbildung interkultureller Kompetenzen durch entsprechende Lehrangebote (auch in englischer Sprache) sowie die Förderung von Aus-

landsaufenthalt durch zahlreiche Partnerprogramme und die vereinfachte Anerkennung von im Ausland erworbenen Leistungen.

Im Rahmen des sogenannten „Interdisziplinären Bereiches“ weist der Master International Economic Policy zudem ein Alleinstellungsmerkmal gegenüber den übrigen Masterstudiengängen der Fakultät auf: In diesen Bereich wurden bewusst Module aus den Disziplinen Politikologie, Soziologie, Geographie und Jura eingebunden, welche von den Studierenden belegt werden können. Die darin erworbenen interdisziplinären Kompetenzen befähigen die Studierenden insbesondere zu kritischem Denken und der Auseinandersetzung mit unterschiedlichen Methoden und Fächerkulturen und formen die Studierenden zu selbständigen und reflektierten Persönlichkeiten, die sich differenziert mit volkswirtschaftlichen Problemstellungen auseinandersetzen können.

## 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)):

**13-Jan-2016 (2015-272)**

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: Specialisation (60 ECTS credits)</b>				
<b>Economic Policy (60 ECTS credits)</b>				
<b>Compulsory (40 ECTS credits)</b>				
12-M-EG1-161-m01	Monetary Policy and the Financial System	5	NUM	111
12-M-EG2-161-m01	Monetary Policy, Foreign Exchange Markets, and the International Monetary System	5	NUM	115
12-M-WPE-161-m01	European Competition Policy	5	NUM	285
12-M-TSP-161-m01	Theory of Social Policy	5	NUM	256
12-M-OEA-161-m01	Labor Market Economics	5	NUM	190
12-M-F1-161-m01	Policy of Taxation	5	NUM	135
12-M-F3-161-m01	Social Insurance and the Welfare State	5	NUM	139
12-M-TP-161-m01	Trade Policy and the World Trading System	5	NUM	253
<b>Compulsory Core Electives (20 ECTS credits)</b>				
12-M-EMP-161-m01	European Macroeconomic Policy	5	NUM	121
12-M-EFP-161-m01	European Public Finance	5	NUM	109
12-M-EWS-161-m01	European Economic Statistics	5	NUM	134
12-M-F2-161-m01	Public Debt	5	NUM	137
12-M-EW-161-m01	Common European Labour Market	5	NUM	132
12-M-PRE-161-m01	Principles of European Regulation	5	NUM	192
12-M-OE1-161-m01	Econometrics 1	5	NUM	184
12-M-ITMF-161-m01	International Trade and the Multinational Firm	5	NUM	160
12-M-EG-161-m01	Economic Geography	5	NUM	113
12-M-ATIÖ1-161-m01	Topics in International Economics 1	5	NUM	75
12-M-ATIÖ2-161-m01	Topics in International Economics 2	5	NUM	77
12-M-ATIÖ3-161-m01	Topics in International Economics 3	5	NUM	79
12-M-ERA-161-m01	Empirical Regional- and International Economic Research	5	NUM	127
12-M-MFF-161-m01	Advanced Macroeconomics	5	NUM	170
<b>Economic Journalism (60 ECTS credits)</b>				
<b>Compulsory (10 ECTS credits)</b>				
12-M-WJ1-161-m01	Research and formats in crossmedia economics journalism 1	5	NUM	277
12-M-WJ2-161-m01	Research and formats in crossmedia economics journalism 2	5	NUM	279
<b>Compulsory Core Electives (50 ECTS credits)</b>				
12-M-PS-161-m01	Project in Economic Policy	5	NUM	195
12-M-EMP-161-m01	European Macroeconomic Policy	5	NUM	121
12-M-WPE-161-m01	European Competition Policy	5	NUM	285
12-M-EG1-161-m01	Monetary Policy and the Financial System	5	NUM	111
12-M-EG2-161-m01	Monetary Policy, Foreign Exchange Markets, and the International Monetary System	5	NUM	115
12-M-EWS-161-m01	European Economic Statistics	5	NUM	134
12-M-EFP-161-m01	European Public Finance	5	NUM	109
12-M-OEA-161-m01	Labor Market Economics	5	NUM	190
12-M-TP-161-m01	Trade Policy and the World Trading System	5	NUM	253

12-M-EG-161-m01	Economic Geography	5	NUM	113
12-M-MFF-161-m01	Advanced Macroeconomics	5	NUM	170
12-M-ATIÖ1-161-m01	Topics in International Economics 1	5	NUM	75
12-M-ATIÖ2-161-m01	Topics in International Economics 2	5	NUM	77
12-M-ATIÖ3-161-m01	Topics in International Economics 3	5	NUM	79
12-M-ITMF-161-m01	International Trade and the Multinational Firm	5	NUM	160
12-M-UA-161-m01	Financial Statement Analysis and Business Valuation	5	NUM	258
12-M-UGF1-161-m01	Entrepreneurship and Management 1	5	NUM	260
12-M-WPS-161-m01	Production of a cross-media economic journal	10	NUM	289
o6-MK-WMM-WJ-Ex-152-m01	Business, Market and Media	5	NUM	29
o6-MK-SC-152-m01	Strategic Communication	5	NUM	27
o6-MK-UK-152-m01	Corporate Communication	5	NUM	28
o6-MK-MPR-152-m01	Media Systems Press and Broadcast	5	NUM	25
o6-MK-RWF-152-m01	Media Processes and Effects Research	5	NUM	26
12-M-Wj3-161-m01	National economic, monetary, financial, fiscal and competition policy in economics journalism	10	NUM	281
12-M-Wj4-161-m01	European economic, monetary, financial, fiscal and competition policy in economics journalism	10	NUM	283
o6-PSSc-MK-GA-152-m01	Media/Culture/Society A	5	NUM	34
o6-PSSc-GE-S1A-152-m01	Theories of modern society A	5	NUM	32
o6-PSSc-VP1A-152-m01	Comparative analysis of political institutions A	5	NUM	38
<b>Compulsory Core Electives 2: Focus (60 ECTS credits)</b>				
<b>Economic Policy (20 ECTS credits)</b>				
<b>Compulsory Core Electives (20 ECTS credits)</b>				
12-M-WPE-161-m01	European Competition Policy	5	NUM	285
12-M-TSP-161-m01	Theory of Social Policy	5	NUM	256
12-M-OEA-161-m01	Labor Market Economics	5	NUM	190
12-M-F2-161-m01	Public Debt	5	NUM	137
12-M-F3-161-m01	Social Insurance and the Welfare State	5	NUM	139
12-M-EG1-161-m01	Monetary Policy and the Financial System	5	NUM	111
12-M-EG2-161-m01	Monetary Policy, Foreign Exchange Markets, and the International Monetary System	5	NUM	115
12-M-ITMF-161-m01	International Trade and the Multinational Firm	5	NUM	160
12-M-ERA-161-m01	Empirical Regional- and International Economic Research	5	NUM	127
12-M-TP-161-m01	Trade Policy and the World Trading System	5	NUM	253
<b>Strategic Marketing Management (20 ECTS credits)</b>				
<b>Compulsory (10 ECTS credits)</b>				
12-M-IMM-161-m01	International Marketing	5	NUM	154
12-M-SM-161-m01	Strategic Marketing	5	NUM	222
<b>Compulsory Core Electives (10 ECTS credits)</b>				
12-M-MS-161-m01	Strategic Networks in Industry	5	NUM	176
12-M-MM-161-m01	Brand Management & Market Research	5	NUM	174

12-M-SBM-161-mo1	Industrial Management 1	5	NUM	201
12-M-INST-161-mo1	Strategic Managerial Accounting	5	NUM	156
12-M-KOBO-161-mo1	Coordination, Budgeting and Incentives in Companies	5	NUM	162
12-GPU-161-mo1	Business Software 1: IS-based Enterprise Management	5	NUM	50
12-MFO-161-mo1	Management and Leadership in Organizations	5	NUM	145
12-M-IBS-161-mo1	E-Business Strategies	5	NUM	152
12-M-ITMF-161-mo1	International Trade and the Multinational Firm	5	NUM	160
<b>Industrial Management (20 ECTS credits)</b>				
<b>Compulsory (15 ECTS credits)</b>				
12-M-LA-161-mo1	Industrial Management 2	5	NUM	163
12-M-SBM-161-mo1	Industrial Management 1	5	NUM	201
12-M-SPM-161-mo1	Industrial Management 3	5	NUM	228
<b>Compulsory Core Electives (5 ECTS credits)</b>				
12-M-BE-161-mo1	Industrial Management 4	5	NUM	91
12-M-AOLM-161-mo1	Advanced Operations & Logistics Management	5	NUM	64
12-M-GLSC-161-mo1	Global Logistics & Supply Chain Management	5	NUM	147
12-M-MADM-161-mo1	Managerial Analytics & Decision Making	5	NUM	167
12-M-TI1-161-mo1	Theory of Industrial Organization 1	5	NUM	246
12-M-TI2-161-mo1	Theory of Industrial Organization 2	5	NUM	248
12-M-PROM-161-mo1	Project Management and Control	5	NUM	194
12-M-DSS-161-mo1	Decision Support Systems	5	NUM	105
12-M-IBS-161-mo1	E-Business Strategies	5	NUM	152
12-GPU-161-mo1	Business Software 1: IS-based Enterprise Management	5	NUM	50
12-M-ERP-161-mo1	Business Software 2: Enterprise-Resource-Planning-Systems	5	NUM	128
12-BI-161-mo1	Analytical Information Systems	5	NUM	44
12-M-MUS-161-mo1	Mobile and Ubiquitous Systems	5	NUM	180
12-M-SCC-161-mo1	Seminar: Supply Chain Competition	5	NUM	203
12-GLP-161-mo1	Business Processes Organisation, Business Software and Process Industries	5	NUM	48
12-M-SMGS-161-mo1	Strategic Management of Global Supply Chains	5	NUM	224
12-M-GVM-161-mo1	Global Value Management	5	NUM	148
<b>Information Management (20 ECTS credits)</b>				
<b>Compulsory (10 ECTS credits)</b>				
12-M-IBS-161-mo1	E-Business Strategies	5	NUM	152
12-IV-161-mo1	Information Processing within Organizations	5	NUM	53
<b>Compulsory Core Electives (10 ECTS credits)</b>				
12-ACSE-161-mo1	Adaption and Continuous System Engineering	5	NUM	40
12-BI-161-mo1	Analytical Information Systems	5	NUM	44
12-BSA-161-mo1	Business Service Platforms 1	5	NUM	46
12-GPU-161-mo1	Business Software 1: IS-based Enterprise Management	5	NUM	50
12-M-SCIM-161-mo1	Supply Network Information Management	5	NUM	205
12-ITA-161-mo1	Work and Information	5	NUM	52
12-M-DSS-161-mo1	Decision Support Systems	5	NUM	105
12-M-ISR-161-mo1	Information systems research	5	NUM	157
12-M-AGAF-161-mo1	Work Order Planning for Automated Manufacturing	5	NUM	59
12-MFO-161-mo1	Management and Leadership in Organizations	5	NUM	145
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12-GLP-161-mo1	Business Processes Organisation, Business Software and Process Industries	5	NUM	48
<b>Logistics &amp; Supply Chain Management (20 ECTS credits)</b>				
<b>Compulsory (15 ECTS credits)</b>				
12-M-AOLM-161-mo1	Advanced Operations & Logistics Management	5	NUM	64
12-M-GLSC-161-mo1	Global Logistics & Supply Chain Management	5	NUM	147
12-M-MADM-161-mo1	Managerial Analytics & Decision Making	5	NUM	167
<b>Compulsory Core Electives (5 ECTS credits)</b>				
12-M-SCC-161-mo1	Seminar: Supply Chain Competition	5	NUM	203
12-M-TSC-161-mo1	Seminar: Special Topics in Supply Chain Management	5	NUM	255
12-M-BE-161-mo1	Industrial Management 4	5	NUM	91
12-M-LA-161-mo1	Industrial Management 2	5	NUM	163
12-M-SBM-161-mo1	Industrial Management 1	5	NUM	201
12-M-SPM-161-mo1	Industrial Management 3	5	NUM	228
12-GLP-161-mo1	Business Processes Organisation, Business Software and Process Industries	5	NUM	48
12-M-TI1-161-mo1	Theory of Industrial Organization 1	5	NUM	246
12-M-TI2-161-mo1	Theory of Industrial Organization 2	5	NUM	248
12-M-PROM-161-mo1	Project Management and Control	5	NUM	194
12-M-DSS-161-mo1	Decision Support Systems	5	NUM	105
12-M-IBS-161-mo1	E-Business Strategies	5	NUM	152
12-GPU-161-mo1	Business Software 1: IS-based Enterprise Management	5	NUM	50
12-M-ERP-161-mo1	Business Software 2: Enterprise-Resource-Planning-Systems	5	NUM	128
12-BI-161-mo1	Analytical Information Systems	5	NUM	44
12-M-MUS-161-mo1	Mobile and Ubiquitous Systems	5	NUM	180
12-M-SMGS-161-mo1	Strategic Management of Global Supply Chains	5	NUM	224
<b>Human Resource Management and Organization (20 ECTS credits)</b>				
<b>Compulsory (10 ECTS credits)</b>				
12-M-AO-161-mo1	Incentives in Organizations	5	NUM	62
12-M-HRM-161-mo1	Human Resource Management and Industrial Relations	5	NUM	150
<b>Compulsory Core Electives (10 ECTS credits)</b>				
12-MFO-161-mo1	Management and Leadership in Organizations	5	NUM	145
12-M-AFW-161-mo1	Employment Law	5	NUM	55
12-M-AM-161-mo1	Advanced Microeconomics	5	NUM	60
12-M-TI2-161-mo1	Theory of Industrial Organization 2	5	NUM	248
12-M-TSP-161-mo1	Theory of Social Policy	5	NUM	256
12-M-OEA-161-mo1	Labor Market Economics	5	NUM	190
12-M-F3-161-mo1	Social Insurance and the Welfare State	5	NUM	139
12-M-MIK-161-mo1	Microeconometrics	5	NUM	172
12-M-OE1-161-mo1	Econometrics 1	5	NUM	184
12-M-OE2-161-mo1	Econometrics 2	5	NUM	186
12-ITA-161-mo1	Work and Information	5	NUM	52
12-M-EPF-161-mo1	Empirical HR Research with Stata	5	NUM	123
<b>Banking and Finance (20 ECTS credits)</b>				
<b>Compulsory (10 ECTS credits)</b>				
12-M-B1a-161-mo1	Portfolio Selection and Capital Market Theory	5	NUM	87
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12-M-B1b-161-m01	Agency Theory	5	NUM	88
<b>Compulsory Core Electives (10 ECTS credits)</b>				
12-M-B2-161-m01	Option Pricing Theory	10	NUM	89
12-M-B3-161-m01	Financial Institutions and Financial Regulation	10	NUM	90
<b>Finance, Accounting, Taxation (20 ECTS credits)</b>				
<b>Compulsory Core Electives (20 ECTS credits)</b>				
12-M-ER-161-m01	Advanced Financial Accounting (German GAAP, IFRS)	5	NUM	125
12-M-WPF-161-m01	Advanced Auditing	5	NUM	287
12-M-B1a-161-m01	Portfolio Selection and Capital Market Theory	5	NUM	87
12-M-B1b-161-m01	Agency Theory	5	NUM	88
12-M-SP-161-m01	Economics of Tax Planning	5	NUM	226
12-M-KOBO-161-m01	Coordination, Budgeting and Incentives in Companies	5	NUM	162
12-M-PROM-161-m01	Project Management and Control	5	NUM	194
12-M-TBS-161-m01	Selected Topics in Analytical Tax Research	5	NUM	243
12-M-ATRW-161-m01	Selected Topics in Financial Accounting and Auditing	5	NUM	81
12-M-STB-161-m01	Tax Accounting	5	NUM	234
<b>Public Finance (20 ECTS credits)</b>				
<b>Compulsory (10 ECTS credits)</b>				
12-M-F1-161-m01	Policy of Taxation	5	NUM	135
12-M-F3-161-m01	Social Insurance and the Welfare State	5	NUM	139
<b>Compulsory Core Electives (10 ECTS credits)</b>				
12-M-F2-161-m01	Public Debt	5	NUM	137
12-M-F4-161-m01	Optimal Tax Theory	5	NUM	141
12-M-PRE-161-m01	Principles of European Regulation	5	NUM	192
12-M-EFP-161-m01	European Public Finance	5	NUM	109
12-M-NGM-161-m01	Computational Economics - Advanced Level	5	NUM	182
12-M-TSP-161-m01	Theory of Social Policy	5	NUM	256
<b>Industrial Economics (20 ECTS credits)</b>				
<b>Compulsory (10 ECTS credits)</b>				
12-M-TI1-161-m01	Theory of Industrial Organization 1	5	NUM	246
12-M-WPE-161-m01	European Competition Policy	5	NUM	285
<b>Compulsory Core Electives (10 ECTS credits)</b>				
12-M-AM-161-m01	Advanced Microeconomics	5	NUM	60
12-M-PRE-161-m01	Principles of European Regulation	5	NUM	192
12-M-TI2-161-m01	Theory of Industrial Organization 2	5	NUM	248
12-M-EIO-161-m01	Empirical Industrial Organization	5	NUM	119
12-M-EIN-161-m01	Economics of Information and Network Industries	5	NUM	117
12-M-TIO1-161-m01	Topics in Industrial Organization 1	5	NUM	250
12-M-TIO2-161-m01	Topics in Industrial Organization 2	5	NUM	251
12-M-TIO3-161-m01	Topics in Industrial Organization 3	5	NUM	252
12-M-CE-161-m01	Contract Economics	5	NUM	95
12-M-SDC-161-m01	Strategic Decisions and Competition	5	NUM	208
02-N-P-W21-161-m01	German and European Antitrust Law 2	3	NUM	23
02-N-P-W13-161-m01	German and European Antitrust Law 1	3	NUM	22
<b>National and International Monetary Economics (20 ECTS credits)</b>				
<b>Compulsory (10 ECTS credits)</b>				
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12-M-EG1-161-m01	Monetary Policy and the Financial System	5	NUM	111
12-M-EG2-161-m01	Monetary Policy, Foreign Exchange Markets, and the International Monetary System	5	NUM	115
<b>Compulsory Core Electives (10 ECTS credits)</b>				
12-M-DMM-161-m01	DSGE Modelling	5	NUM	104
12-M-EMP-161-m01	European Macroeconomic Policy	5	NUM	121
12-M-B1a-161-m01	Portfolio Selection and Capital Market Theory	5	NUM	87
12-M-OE1-161-m01	Econometrics 1	5	NUM	184
12-M-MFF-161-m01	Advanced Macroeconomics	5	NUM	170
12-M-SEL-161-m01	Selected Topics of European Integration	5	NUM	212
<b>Econometrics (20 ECTS credits)</b>				
<b>Compulsory (10 ECTS credits)</b>				
12-M-OE1-161-m01	Econometrics 1	5	NUM	184
12-M-OE2-161-m01	Econometrics 2	5	NUM	186
<b>Compulsory Core Electives (10 ECTS credits)</b>				
12-M-OE3-161-m01	Econometrics 3	5	NUM	188
12-M-FMO-161-m01	Analysis of Financial Market Data	5	NUM	143
12-M-MIK-161-m01	Microeconometrics	5	NUM	172
12-M-EPF-161-m01	Empirical HR Research with Stata	5	NUM	123
12-M-ERA-161-m01	Empirical Regional- and International Economic Research	5	NUM	127
12-M-NGM-161-m01	Computational Economics - Advanced Level	5	NUM	182
12-M-EIO-161-m01	Empirical Industrial Organization	5	NUM	119
<b>Economic Order and Social Policy (20 ECTS credits)</b>				
<b>Compulsory (10 ECTS credits)</b>				
12-M-OEA-161-m01	Labor Market Economics	5	NUM	190
12-M-TSP-161-m01	Theory of Social Policy	5	NUM	256
<b>Compulsory Core Electives (10 ECTS credits)</b>				
12-M-EW-161-m01	Common European Labour Market	5	NUM	132
12-M-SPÜ-161-m01	Advanced Topics in Economic Policy	5	NUM	231
12-M-F3-161-m01	Social Insurance and the Welfare State	5	NUM	139
12-M-HRM-161-m01	Human Resource Management and Industrial Relations	5	NUM	150
12-M-AO-161-m01	Incentives in Organizations	5	NUM	62
12-M-ITA-161-m01	Work and Information	5	NUM	52
<b>International Economics (20 ECTS credits)</b>				
<b>Compulsory (10 ECTS credits)</b>				
12-M-ITMF-161-m01	International Trade and the Multinational Firm	5	NUM	160
12-M-TP-161-m01	Trade Policy and the World Trading System	5	NUM	253
<b>Compulsory Core Electives (10 ECTS credits)</b>				
12-M-MFF-161-m01	Advanced Macroeconomics	5	NUM	170
12-M-EG-161-m01	Economic Geography	5	NUM	113
12-M-EG2-161-m01	Monetary Policy, Foreign Exchange Markets, and the International Monetary System	5	NUM	115
12-M-EMP-161-m01	European Macroeconomic Policy	5	NUM	121
12-M-WPE-161-m01	European Competition Policy	5	NUM	285
12-M-EFP-161-m01	European Public Finance	5	NUM	109
12-M-F2-161-m01	Public Debt	5	NUM	137
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12-M-OE1-161-mo1	Econometrics 1	5	NUM	184
12-M-EW-161-mo1	Common European Labour Market	5	NUM	132
12-M-ERA-161-mo1	Empirical Regional- and International Economic Research	5	NUM	127
12-M-ATIÖ1-161-mo1	Topics in International Economics 1	5	NUM	75
12-M-ATIÖ2-161-mo1	Topics in International Economics 2	5	NUM	77
12-M-ATIÖ3-161-mo1	Topics in International Economics 3	5	NUM	79
12-M-AM-161-mo1	Advanced Microeconomics	5	NUM	60
<b>Entrepreneurship and Management (20 ECTS credits)</b>				
<b>Compulsory (10 ECTS credits)</b>				
12-M-UGF1-161-mo1	Entrepreneurship and Management 1	5	NUM	260
12-M-UGF2-161-mo1	Entrepreneurship and Management 2	5	NUM	262
<b>Compulsory Core Electives (10 ECTS credits)</b>				
12-M-AFW-161-mo1	Employment Law	5	NUM	55
12-M-AM-161-mo1	Advanced Microeconomics	5	NUM	60
12-M-MS-161-mo1	Strategic Networks in Industry	5	NUM	176
12-M-AO-161-mo1	Incentives in Organizations	5	NUM	62
12-M-UGF3-161-mo1	Entrepreneurship and Management 3	5	NUM	264
12-M-UGF4-161-mo1	Entrepreneurship and Management 4	5	NUM	266
12-M-ITM-161-mo1	IT-Management	5	NUM	158
12-M-EIN-161-mo1	Economics of Information and Network Industries	5	NUM	117
12-M-IBS-161-mo1	E-Business Strategies	5	NUM	152
<b>Research Methods (20 ECTS credits)</b>				
<b>Compulsory Core Electives I (15 ECTS credits)</b>				
12-M-AM-161-mo1	Advanced Microeconomics	5	NUM	60
12-M-MFF-161-mo1	Advanced Macroeconomics	5	NUM	170
12-M-MADM-161-mo1	Managerial Analytics & Decision Making	5	NUM	167
12-M-OE1-161-mo1	Econometrics 1	5	NUM	184
<b>Compulsory Core Electives II</b>				
12-M-DMM-161-mo1	DSGE Modelling	5	NUM	104
12-M-MIK-161-mo1	Microeconometrics	5	NUM	172
12-M-FMO-161-mo1	Analysis of Financial Market Data	5	NUM	143
12-M-TI1-161-mo1	Theory of Industrial Organization 1	5	NUM	246
12-M-TI2-161-mo1	Theory of Industrial Organization 2	5	NUM	248
12-M-F4-161-mo1	Optimal Tax Theory	5	NUM	141
12-M-NGM-161-mo1	Computational Economics - Advanced Level	5	NUM	182
12-M-OE2-161-mo1	Econometrics 2	5	NUM	186
12-M-OE3-161-mo1	Econometrics 3	5	NUM	188
12-M-SPM-161-mo1	Industrial Management 3	5	NUM	228
12-M-EPF-161-mo1	Empirical HR Research with Stata	5	NUM	123
12-M-HRM-161-mo1	Human Resource Management and Industrial Relations	5	NUM	150
12-M-REKA-161-mo1	Accounting and Capital Markets	5	NUM	197
12-M-ISR-161-mo1	Information systems research	5	NUM	157
12-M-ITMF-161-mo1	International Trade and the Multinational Firm	5	NUM	160
12-M-EG-161-mo1	Economic Geography	5	NUM	113
12-M-ERA-161-mo1	Empirical Regional- and International Economic Research	5	NUM	127
12-M-ATIÖ1-161-mo1	Topics in International Economics 1	5	NUM	75
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12-M-ATIÖ2-161-mo1	Topics in International Economics 2	5	NUM	77
12-M-ATIÖ3-161-mo1	Topics in International Economics 3	5	NUM	79
<b>Managerial Accounting (20 ECTS credits)</b>				
<b>Compulsory (10 ECTS credits)</b>				
12-M-KOBO-161-mo1	Coordination, Budgeting and Incentives in Companies	5	NUM	162
12-M-INST-161-mo1	Strategic Managerial Accounting	5	NUM	156
<b>Compulsory Core Electives (10 ECTS credits)</b>				
12-M-TI1-161-mo1	Theory of Industrial Organization 1	5	NUM	246
12-M-AO-161-mo1	Incentives in Organizations	5	NUM	62
12-M-PROM-161-mo1	Project Management and Control	5	NUM	194
12-M-REKA-161-mo1	Accounting and Capital Markets	5	NUM	197
12-M-SBM-161-mo1	Industrial Management 1	5	NUM	201
12-M-OE1-161-mo1	Econometrics 1	5	NUM	184
12-M-OE2-161-mo1	Econometrics 2	5	NUM	186
12-M-DSS-161-mo1	Decision Support Systems	5	NUM	105
12-M-SDC-161-mo1	Strategic Decisions and Competition	5	NUM	208
12-M-CIU-161-mo1	Managerial Accounting in the Company Management	5	NUM	97
12-M-ER-161-mo1	Advanced Financial Accounting (German GAAP, IFRS)	5	NUM	125
12-IV-161-mo1	Information Processing within Organizations	5	NUM	53
<b>Applied Decision Theory (20 ECTS credits)</b>				
<b>Compulsory (10 ECTS credits)</b>				
12-M-AM-161-mo1	Advanced Microeconomics	5	NUM	60
12-M-CT-161-mo1	Contract Theory	5	NUM	98
<b>Compulsory Core Electives (10 ECTS credits)</b>				
12-M-TI1-161-mo1	Theory of Industrial Organization 1	5	NUM	246
12-M-TI2-161-mo1	Theory of Industrial Organization 2	5	NUM	248
12-M-MIK-161-mo1	Microeconometrics	5	NUM	172
12-M-F4-161-mo1	Optimal Tax Theory	5	NUM	141
12-M-MADM-161-mo1	Managerial Analytics & Decision Making	5	NUM	167
12-M-HRM-161-mo1	Human Resource Management and Industrial Relations	5	NUM	150
12-M-ITMF-161-mo1	International Trade and the Multinational Firm	5	NUM	160
<b>Economic Journalism (20 ECTS credits)</b>				
<b>Compulsory (10 ECTS credits)</b>				
12-M-WJ1-161-mo1	Research and formats in crossmedia economics journalism 1	5	NUM	277
12-M-WJ2-161-mo1	Research and formats in crossmedia economics journalism 2	5	NUM	279
<b>Compulsory Core Electives (10 ECTS credits)</b>				
12-M-WPS-161-mo1	Production of a cross-media economic journal	10	NUM	289
12-M-Wj3-161-mo1	National economic, monetary, financial, fiscal and competition policy in economics journalism	10	NUM	281
12-M-Wj4-161-mo1	European economic, monetary, financial, fiscal and competition policy in economics journalism	10	NUM	283
<b>Compulsory Core Electives 3: Interdisciplinary Part (30 ECTS credits)</b>				
<b>Seminars (10 ECTS credits)</b>				
<b>Compulsory Core Electives (10 ECTS credits)</b>				
12-M-SBL-161-mo1	Advanced Seminar: Banking	10	NUM	200



12-M-APS-161-mo1	Seminar: Selected Topics in Business Management and Economics	10	NUM	65
12-M-SPO-161-mo1	Advanced Seminar: Topics in Personnel Economics and Organizational Theory	10	NUM	230
12-M-SSL-161-mo1	Advanced Seminar: Selected Problems in Analytical Tax Research	10	NUM	232
12-M-AUAS-161-mo1	Advanced Seminar: Selected Aspects of Managerial Accounting	10	NUM	82
12-M-SER-161-mo1	Advanced Seminar: Financial Accounting and Auditing	10	NUM	214
12-M-SV5-161-mo1	Advanced Seminar: Public Finance	10	NUM	238
12-M-SV1-161-mo1	Advanced Seminar: Monetary policy	10	NUM	236
12-M-SI-161-mo1	Advanced Seminar: Industrial Management	10	NUM	216
12-M-SIO-161-mo1	Advanced Seminar: Industrial Organization	10	NUM	220
12-M-LSCM-161-mo1	Seminar: Logistics & Supply Chain Management	10	NUM	165
12-M-MSS-161-mo1	Advanced Seminar: Marketing Strategy	10	NUM	178
12-M-SAS-161-mo1	Advanced Seminar: Entrepreneurship and Management	10	NUM	198
12-M-SWOSP-161-mo1	Advanced Seminar: Economic Order and Social Policy	10	NUM	242
12-M-SOE-161-mo1	Advanced Seminar: Econometrics	10	NUM	225
12-M-WUE-161-mo1	Economic and Business Ethics	10	NUM	291
12-M-MEW-161-mo1	Seminar: Macroeconomics and Quantitative Economic Research	10	NUM	168
12-M-SCC-161-mo1	Seminar: Supply Chain Competition	5	NUM	203
12-M-SEBS-161-mo1	Seminar: E-Business Strategies	10	NUM	210
12-M-BUA-161-mo1	Business Analytics	10	NUM	93
12-M-ATC-161-mo1	Advanced Seminar: Advanced Topics in Contract Theory	10	NUM	74
12-M-ES-161-mo1	Advanced Seminar: Enterprise Systems	10	NUM	130
12-M-SIÖ-161-mo1	Seminar: International Economics	10	NUM	218
12-M-WEW-161-mo1	Philosophy of Science and Ethics in Business Management and Economics	10	NUM	276
12-M-SCT-161-mo1	Seminar: Applied Decision Theory	5	NUM	207
12-M-SWJ-161-mo1	Practical Seminar: Economic Journalism	15	NUM	240
<b>Other Courses</b>				
<b>Compulsory Core Electives</b>				
12-M-SMGS-161-mo1	Strategic Management of Global Supply Chains	5	NUM	224
12-M-ITM-161-mo1	IT-Management	5	NUM	158
12-M-MFF-161-mo1	Advanced Macroeconomics	5	NUM	170
12-M-EMP-161-mo1	European Macroeconomic Policy	5	NUM	121
12-M-EWS-161-mo1	European Economic Statistics	5	NUM	134
12-M-AM-161-mo1	Advanced Microeconomics	5	NUM	60
12-M-PRE-161-mo1	Principles of European Regulation	5	NUM	192
12-M-TI1-161-mo1	Theory of Industrial Organization 1	5	NUM	246
12-M-WPE-161-mo1	European Competition Policy	5	NUM	285
12-M-EW-161-mo1	Common European Labour Market	5	NUM	132
12-M-TSP-161-mo1	Theory of Social Policy	5	NUM	256
12-M-EFP-161-mo1	European Public Finance	5	NUM	109
12-M-OE1-161-mo1	Econometrics 1	5	NUM	184

12-M-IMM-161-mo1	International Marketing	5	NUM	154
12-M-SBM-161-mo1	Industrial Management 1	5	NUM	201
12-M-SPM-161-mo1	Industrial Management 3	5	NUM	228
12-M-UA-161-mo1	Financial Statement Analysis and Business Valuation	5	NUM	258
12-M-B1b-161-mo1	Agency Theory	5	NUM	88
12-M-B1a-161-mo1	Portfolio Selection and Capital Market Theory	5	NUM	87
12-M-SP-161-mo1	Economics of Tax Planning	5	NUM	226
12-ITA-161-mo1	Work and Information	5	NUM	52
12-M-AW1-161-mo1	Selected Topics in Business Information Systems 1	5	NUM	83
12-M-AW2-161-mo1	Selected Topics in Business Information Systems 2	5	NUM	85
12-M-AO-161-mo1	Incentives in Organizations	5	NUM	62
12-M-KOBO-161-mo1	Coordination, Budgeting and Incentives in Companies	5	NUM	162
12-M-APW1-161-mo1	Selected Topics in Business Management and Economics 1	5	NUM	66
12-MFO-161-mo1	Management and Leadership in Organizations	5	NUM	145
12-M-F1-161-mo1	Policy of Taxation	5	NUM	135
12-M-F2-161-mo1	Public Debt	5	NUM	137
12-M-F3-161-mo1	Social Insurance and the Welfare State	5	NUM	139
12-M-IBS-161-mo1	E-Business Strategies	5	NUM	152
12-M-APW2-161-mo1	Selected Topics in Business Management and Economics 2	5	NUM	68
12-M-APW3-161-mo1	Selected Topics in Business Management and Economics 3	5	NUM	70
12-M-APW4-161-mo1	Selected Topics in Business Management and Economics 4	5	NUM	72
12-M-WJ1-161-mo1	Research and formats in crossmedia economics journalism 1	5	NUM	277
12-M-WJ2-161-mo1	Research and formats in crossmedia economics journalism 2	5	NUM	279
12-BSA-161-mo1	Business Service Platforms 1	5	NUM	46
12-AGP2-161-mo1	Business Service Platforms 2	5	NUM	42
12-M-TIO1-161-mo1	Topics in Industrial Organization 1	5	NUM	250
12-M-TIO2-161-mo1	Topics in Industrial Organization 2	5	NUM	251
12-M-TIO3-161-mo1	Topics in Industrial Organization 3	5	NUM	252
12-M-SDC-161-mo1	Strategic Decisions and Competition	5	NUM	208
12-M-VHB-IL-161-mo1	International Leadership	5	NUM	271
12-M-VHB-LAP-161-mo1	Logistic concepts and processes	5	NUM	274
12-M-VHB-IU-161-mo1	Information and Enterprise Architecture Management	5	NUM	272
12-M-VHB-GRL-161-mo1	Global Retail Logistics	5	NUM	269
12-M-MADM-161-mo1	Managerial Analytics & Decision Making	5	NUM	167
12-M-EG-161-mo1	Economic Geography	5	NUM	113
04-Geo-GGW-152-mo1	Geography of the Global Economy	5	NUM	24
02-N-Ö-W1-01-152-mo1	Fundamentals of European Law	4	NUM	16
02-N-P-W04-152-mo1	European Companies Law	2	NUM	18
02-N-P-W05-152-mo1	Law of Unfair Competition including references to EU Law	3	NUM	19
02-N-P-W07-152-mo1	Copyright Law and Fundamentals of Patent Law including references to EU Law	2	NUM	20
02-N-P-W12-152-mo1	Internal Market Law	3	NUM	21
02-N-P-W13-161-mo1	German and European Antitrust Law 1	3	NUM	22
02-N-P-W21-161-mo1	German and European Antitrust Law 2	3	NUM	23

06-PSSc-GE-S1A-152-m01	Theories of modern society A	5	NUM	32
06-PSSc-EU-GA-152-m01	European Governance A	5	NUM	30
06-PSSc-VP1A-152-m01	Comparative analysis of political institutions A	5	NUM	38
06-PSSc-MK-GA-152-m01	Media/Culture/Society A	5	NUM	34
06-PSSc-NPTA-152-m01	Normative Political Theory A	5	NUM	36
12-M-DM1-182-m01	Digital Marketing I	5	NUM	100
12-M-DM2-182-m01	Digital Marketing II	5	NUM	102
12-M-EC1-182-m01	E-Commerce I	5	NUM	107
12-M-VGP-202-m01	Managerial Practice Lectures	5	NUM	267
<b>Thesis (30 ECTS credits)</b>				
12-M-THV-161-m01	Master Thesis Economics	30	NUM	245

Module title			Abbreviation
Fundamentals of European Law			02-N-Ö-W1-01-152-m01
Module coordinator		Module offered by	
Dean of Studies Faculty of Law		Faculty of Law	
ECTS	Method of grading	Only after succ. compl. of module(s)	
4	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	Prior completion of the following module is recommended: 02-N-Ö-V	
Contents			
German contents available but not translated yet.			
Die Vorlesung behandelt zunächst die geschichtliche Entwicklung der europäischen Integration. Sodann werden die rechtlichen Grundlagen des Europarechts dargestellt (insbesondere die Organisationsstruktur der Europäischen Union, die Organe und Institutionen der Europäischen Gemeinschaft, die Rechtsquellen und Rechtsakte der EU/EG und ihr Verhältnis zum deutschen Recht). In diesem Zusammenhang werden auch die Grundrechtsbindung von EU/EG sowie der Rechtsschutz durch die europäische Gerichtsbarkeit erörtert. Zudem wird ein Überblick über die Unionsbürgerschaft und die Grundfreiheiten des EG-Vertrages gegeben.			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
Die Studierenden haben einen Überblick über die Entstehung der Europäischen Gemeinschaften, ihre Organe und Institutionen sowie deren Organisation und Funktionsweise erhalten. Ein besonderes Augenmerk wurde auf die Normgenese und die Rechtsschutzmöglichkeiten auf europäischer Ebene gelegt.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (3)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes) Assessment offered: Usually once a year, winter semester			
Allocation of places			
max. 10 places. There are no restrictions with regard to available places for students of the degree programme Rechtswissenschaft (Law) pursuing the degree Erste Juristische Staatsprüfung (first state examination in law) as well as Bachelor's students of Öffentliches Recht (Public Law, minor with 60 ECTS credits). A total of max. 10 places will be allocated to students of the Master's degree programme Economics. Should there be more than max. 10 applications, places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
120 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			
Bachelor's degree (1 major, 1 minor) Public Law (Minor, 2015) Master's degree (1 major) International Economic Policy (2015)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 16 / 292

Bachelor's degree (1 major, 1 minor) Public Law (Minor, 2017)  
Bachelor's degree (1 major, 1 minor) Public Law (Minor, 2019)

Module title			Abbreviation
European Companies Law			02-N-P-W04-152-m01
Module coordinator		Module offered by	
Dean of Studies Faculty of Law		Faculty of Law	
ECTS	Method of grading	Only after succ. compl. of module(s)	
2	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
German contents available but not translated yet.			
Die Vorlesung behandelt die Einflüsse des Gemeinschaftsrechts auf das Gesellschaftsrecht: Niederlassungsfreiheit des EG-Vertrages, Rechtsangleichung durch Richtlinien, supranationale Rechtsformen.			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
Die Studierenden haben die in den letzten Jahren immer stärker in den Vordergrund getretenen europäischen Bezüge des Gesellschaftsrechts erlernt und können das deutsche Gesellschaftsrecht in den Kontext seiner europäischen Entwicklung einordnen.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (1)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes) Assessment offered: Usually once a year, winter semester			
Allocation of places			
max. 10 places. There are no restrictions with regard to available places for students of the degree programme Rechtswissenschaft (Law) pursuing the degree Erste Juristische Staatsprüfung (first state examination in law) as well as Bachelor's students with the minor Privatrecht (Private Law). A total of 10 places will be allocated to students of the Master's degree programme Economics. Should there be more than 10 applications, places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
60 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			
Bachelor's degree (1 major, 1 minor) Private Law (Minor, 2015) Master's degree (1 major) International Economic Policy (2015)			

Module title			Abbreviation
Law of Unfair Competition including references to EU Law			02-N-P-W05-152-m01
Module coordinator		Module offered by	
Dean of Studies Faculty of Law		Faculty of Law	
ECTS	Method of grading	Only after succ. compl. of module(s)	
3	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
German contents available but not translated yet.			
Die Veranstaltung bietet einen Überblick über das Recht des Unlauteren Wettbewerbs mit europäischen Bezügen. Neben den Grundlagen des Gesetzes gegen Unlauteren Wettbewerb (UWG) behandelt die Vorlesung den Einfluss durch das Gemeinschaftsrecht, sowohl im Primärrecht (EG-Vertrag) als auch durch Sekundärrecht (z.B. die Richtlinie 2005/29/EG über unlautere Geschäftspraktiken).			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
Die Studierenden haben grundlegende Kenntnisse des Rechts des unlauteren Wettbewerbs erworben. Sie können Problematiken aus diesem Bereich in den Kontext der deutschen und europäischen Regelungen einordnen.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes) Assessment offered: Usually once a year, winter semester			
Allocation of places			
max. 10 places. There are no restrictions with regard to available places for students of the degree programme Rechtswissenschaft (Law) pursuing the degree Erste Juristische Staatsprüfung (first state examination in law) as well as Bachelor's students with the minor Privatrecht (Private Law). A total of 10 places will be allocated to students of the Master's degree programme Economics. Should there be more than 10 applications, places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
90 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major, 1 minor) Private Law (Minor, 2015) Master's degree (1 major) International Economic Policy (2015) Bachelor's degree (1 major, 1 minor) Private Law (Minor, 2017)			



Module title			Abbreviation
Copyright Law and Fundamentals of Patent Law including references to EU Law			02-N-P-W07-152-m01
Module coordinator		Module offered by	
Dean of Studies Faculty of Law		Faculty of Law	
ECTS	Method of grading	Only after succ. compl. of module(s)	
2	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
In addition to the general principles of intellectual property law, the course covers the protection of works under the German Copyright Act. Furthermore, the German design law as well as the patent law and utility model law will be examined.			
Intended learning outcomes			
The students have acquired basic knowledge of intellectual property law and copyright law. They are able to classify problems from these areas in the context of German and European regulations.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (1)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes) Assessment offered: Usually once a year, summer semester			
Allocation of places			
There are no restrictions with regard to available places for students of Rechtswissenschaft (Law) as well as Bachelor's students with the minor Privatrecht (Private Law). A total of 20 places will be allocated to students of other subjects. 10 of these will be allocated to students of the Master's degree programme Economics. Should the number of available places exceed the number of applications, the remaining places may be allocated to students of other subjects. Should there be more than 10 applications, the remaining places will be allocated as follows: Students applying after not having successfully completed assessment in past years will be given preferential consideration. The remaining places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
60 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			
Master's degree (1 major) Media Communication (2015) Bachelor's degree (1 major, 1 minor) Private Law (Minor, 2015) Master's degree (1 major) Nanostructure Technology (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)			



Module title			Abbreviation
Internal Market Law			02-N-P-W12-152-m01
Module coordinator		Module offered by	
Dean of Studies Faculty of Law		Faculty of Law	
ECTS	Method of grading	Only after succ. compl. of module(s)	
3	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
German contents available but not translated yet.			
Die Vorlesung behandelt die Grundfragen des Europäischen Wirtschaftsrechts: beginnend mit einem ersten Überblick und die Begriffe von Binnenmarkt und Gemeinsamem Markt werden systematisch Entwicklung, Bedeutung, Kompetenzen und Instrumente der Rechtsangleichungspolitik untersucht sowie Entwicklung, Tragweite und Wirkung der Grundfreiheiten erörtert. Ein besonderes Augenmerk liegt auf der kritischen Untersuchung der Rechtsprechung des EuGH.			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
Die Studierenden haben einen Überblick über das Europäische Wirtschaftsrecht und die Entwicklung und Funktion des Binnenmarktes gewonnen. Sie haben die wichtigsten Instrumente der europäischen Wirtschaftspolitik sowie die Grundfreiheiten des europäischen Marktes kennengelernt und können diese auch im Kontext der EuGH-Rechtsprechung einordnen.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes) Assessment offered: Usually once a year, winter semester			
Allocation of places			
max. 10 places. There are no restrictions with regard to available places for students of the degree programme Rechtswissenschaft (Law) pursuing the degree Erste Juristische Staatsprüfung (first state examination in law) as well as Bachelor's students with the minor Privatrecht (Private Law). A total of 10 places will be allocated to students of the Master's degree programme Economics. Should there be more than 10 applications, places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
90 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Bachelor's degree (1 major, 1 minor) Private Law (Minor, 2015) Master's degree (1 major) International Economic Policy (2015) Bachelor's degree (1 major, 1 minor) Private Law (Minor, 2017)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 21 / 292

Module title			Abbreviation
German and European Antitrust Law 1			02-N-P-W13-161-m01
Module coordinator		Module offered by	
Dean of Studies Faculty of Law		Faculty of Law	
ECTS	Method of grading	Only after succ. compl. of module(s)	
3	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
German contents available but not translated yet.			
Die Vorlesung bietet einen Überblick über das Deutsche und Europäische Kartellrecht. Es wird das Zusammenspiel der Normen des EG-Vertrages sowie einschlägiger Sekundärrechtsakte mit dem deutschen Gesetz gegen Wettbewerbsbeschränkungen (GWB), insbesondere im Bereich des Kartellverbots und der Missbrauchsaufsicht, dargestellt. Zudem werden die Grundlagen der Fusionskontrolle behandelt und anhand von ausgewählten Einzelthemen vertieft.			
Intended learning outcomes			
German intended learning outcomes available but not translated yet.			
Die Studierenden haben grundlegende Kenntnisse des Deutschen und Europäischen Kartellrechts erworben. Sie können Problematiken aus diesen Bereichen in den Kontext der deutschen und europäischen Regelungen einordnen.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 120 minutes) or b) oral examination (approx. 15 minutes) Assessment offered: Usually once a year, winter semester			
Allocation of places			
10 places. There are no restrictions with regard to available places for students of the degree programme Rechtswissenschaft (Law) pursuing the degree Erste Juristische Staatsprüfung (first state examination in law) as well as Bachelor's students with the minor Privatrecht (Private Law). A total of 10 places will be allocated to students of the Master's degree programme Economics. Should there be more than 10 applications, places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
90 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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015)			

Module title		Abbreviation
<b>German and European Antitrust Law 2</b>		02-N-P-W21-161-m01
Module coordinator		Module offered by
Dean of Studies Faculty of Law		Faculty of Law
ECTS	Method of grading	Only after succ. compl. of module(s)
3	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	unknown	--
<b>Contents</b>		
No information on contents available.		
<b>Intended learning outcomes</b>		
No information on intended learning outcomes available.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2)		
<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. 120 minutes) or b) oral examination (approx. 15 minutes) Assessment offered: Usually once a year, summer semester		
<b>Allocation of places</b>		
There are no restrictions with regard to available places for students of the degree programme Rechtswissenschaft (Law) pursuing the degree Erste Juristische Staatsprüfung (first state examination in law) as well as Bachelor's students with the minor Privatrecht (Private Law). A total of 10 places will be allocated to students of the Master's degree programmes International Economic Policy or Economics, Business Management as well as Wirtschaftsmathematik (Mathematics for Economics). Should there be more than 10 applications, places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
90 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>		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015)		

Module title		Abbreviation
<b>Geography of the Global Economy</b>		04-Geo-GGW-152-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Geography		Institute of Geography and Geology
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>		
Over the past decades, the global networking of the economy has risen significantly and, among others, comprises the communication, transport, production and trade nowadays. An international worksharing has developed, which has never existed before in this way. Companies are able to decouple work and capital-intensive production processes. This is one of the reasons for the increase of the trade volume. At the same time, the world trade, which is in the area of tension between liberalisation and protectionism, is a controversial issue.		
<b>Intended learning outcomes</b>		
Students get a deeper insight into the global economy as well as into the reasons and impacts of the inter-connectivity. They acquire an extended understanding of economic and geographic issues in the area of global economy and learn to reflect different developments and theoretical approaches critically.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) Module taught in: German and/or 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)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
<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>		
Master's degree (1 major) Applied Human Geography (2015) Master's degree (1 major) Political and Social Sciences (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Applied Human Geography (2017) Master's degree (1 major) Political and Social Sciences (2020) Master's degree (1 major) Social Science Sustainability Studies (2021) Master's degree (1 major) Applied Human Geography (2025)		

Module title		Abbreviation
Media Systems Press and Broadcast		o6-MK-MPR-152-m01
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	unknown	--
Contents		
No information on contents available.		
Intended learning outcomes		
No information on intended learning outcomes available.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
Allocation of places		
12 places. The number specified is the number of places that will be allocated to students of the Master's degree programme International Economic Policy or Economics who have selected Wirtschaftsjournalismus (Economic Journalism) as their specialisation. Places will be allocated by lot.		
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		
Master's degree (1 major) International Economic Policy (2015)		

Module title		Abbreviation
Media Processes and Effects Research		o6-MK-RWF-152-mo1
Module coordinator		Module offered by
unknown		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	unknown	--
<b>Contents</b>		
No information on contents available.		
<b>Intended learning outcomes</b>		
No information on intended learning outcomes available.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2)		
<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)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
<b>Allocation of places</b>		
12 places. The number specified is the number of places that will be allocated to students of the Master's degree programme International Economic Policy or Economics who have selected Wirtschaftsjournalismus (Economic Journalism) as their specialisation. Places will be allocated by lot.		
<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>		
Master's degree (1 major) International Economic Policy (2015)		

Module title		Abbreviation
<b>Strategic Communication</b>		o6-MK-SC-152-m01
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This course offers students an opportunity to creatively deal with the analysis of brands and the development of suitable positioning and communication strategies. Students learn how they can use strategic communication to successfully position a brand in the market.		
Intended learning outcomes		
Students learn more about brand communication etc., apply their knowledge to their own brand positioning projects and learn on a practical basis how strategic communication can be used in the field of brand communication.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
Assessment group Seminar: a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English		
Allocation of places		
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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		
Master's degree (1 major) Media Communication (2015)		
Master's degree (1 major) International Economic Policy (2015)		

Module title		Abbreviation
Corporate Communication		o6-MK-UK-152-mo1
Module coordinator		Module offered by
unknown		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	unknown	--
<b>Contents</b>		
No information on contents available.		
<b>Intended learning outcomes</b>		
No information on intended learning outcomes available.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<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) oral examination of one candidate each (approx. 30 minutes) or b) presentation (15 to 30 minutes) and written elaboration (10 to 15 pages) or c) term paper (approx. 20 pages) or d) portfolio (maximum 20 pages) Language of assessment: German and/or English		
<b>Allocation of places</b>		
3 places. The number specified is the number of places that will be allocated to students of the Master's degree programme International Economic Policy or Economics who have selected Wirtschaftsjournalismus (Economic Journalism) as their specialisation. Places will be allocated by lot.		
<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>		
Master's degree (1 major) International Economic Policy (2015)		



<b>Module title</b>		<b>Abbreviation</b>
<b>Business, Market and Media</b>		o6-MK-WMM-WJ-Ex-152-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
<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	undergraduate	--
<b>Contents</b>		
This module aims to provide fundamental knowledge about the structure and development of media markets, marketing, advertising, and public relations. It further provides an introduction to central topics of work and organisational psychology (specifically personnel diagnosis and organisational diagnosis).		
<b>Intended learning outcomes</b>		
Students are able to think in business-oriented ways and business contexts when planning media offers and when strategically communicating on behalf of/in the name of media organisations. They should have a basic knowledge about diagnostic approaches for optimising the internal and external communication of organisations.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2)		
<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)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
<b>Allocation of places</b>		
12 places. The number specified is the number of places that will be allocated to students of the Master's degree programme International Economic Policy or Economics who have selected Wirtschaftsjournalismus (Economic Journalism) as their specialisation. Places will be allocated by lot.		
<b>Additional information</b>		
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<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>		
Master's degree (1 major) International Economic Policy (2015)		

Module title		Abbreviation
European Governance A		o6-PSSc-EUGA-152-m01
Module coordinator		Module offered by
holder of the Professorship of European Studies and International Relations		Professorship of European Studies and International Relations
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	May not be combined with o6-PSSc-EUGB.
Contents		
Advanced analysis of fields of action and governance structures of the European Union.		
Intended learning outcomes		
The student is able to understand and to conduct a theory-driven analysis of the political behaviour of European institutions and states in different policy fields.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English and potentially other language		
Method of assessment (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. 90 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) term paper (approx. 25 pages) or d) presentation (approx. 30 minutes) and term paper (approx. 25 pages), weighted 1:4 or e) portfolio (approx. 50 hours total) or f) research report (approx. 15 pages) Language of assessment: German and/or English and potentially other language creditable for bonus		
Allocation of places		
5 places. There are no restrictions with regard to available places for students of Political and Social Sciences (Master's, 120, 45 ECTS credits). The number specified is the total number of places that will be allocated to students of other degree subjects in the SFB (list of modules) of which this module is listed. Should the number of applications exceed the number of available places, places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot. 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		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (2 majors) Political and Social Sciences (2015) Master's degree (1 major) Political and Social Sciences (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) Political and Social Sciences (2020)		
Master's with 1 major International Economic Policy (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 30 / 292

Master's degree (1 major) Social Science Sustainability Studies (2021)  
Master's degree (1 major) Chinese Politics and Society (2025)

Module title		Abbreviation
Theories of modern society A		o6-PSSc-GES1A-152-m01
Module coordinator		Module offered by
holder of the Chair of Sociology and Sociological Theory		Chair of Sociology and Sociological Theory
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	May not be combined with o6-PSSc-GES1B.
<b>Contents</b>		
Overview of theoretical and methodological conceptions in the field of comparative social science		
<b>Intended learning outcomes</b>		
Students will learn to analytically describe and compare divergent types of society and societal development		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English and potentially other language		
<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. 90 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) term paper (approx. 25 pages) or d) presentation (approx. 30 minutes) and term paper (approx. 25 pages), weighted 1:4 or e) portfolio (approx. 50 hours total) or f) research report (approx. 15 pages) Language of assessment: German and/or English and potentially other language creditable for bonus		
<b>Allocation of places</b>		
5 places. There are no restrictions with regard to available places for students of Political and Social Sciences (Master's, 120, 45 ECTS credits). The number specified is the total number of places that will be allocated to students of other degree subjects in the SFB (list of modules) of which this module is listed. Should the number of applications exceed the number of available places, places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (2 majors) Political and Social Sciences (2015) Master's degree (1 major) Political and Social Sciences (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) European Ethnology (2020) Master's degree (1 major) Political and Social Sciences (2020) Master's degree (1 major) Social Science Sustainability Studies (2021)		
Master's with 1 major International Economic Policy (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 32 / 292

Master's degree (1 major) European Ethnology/Empiric Cultural Studies (2023)  
Master's degree (1 major) Chinese Politics and Society (2025)

Module title			Abbreviation
Media/Culture/Society A			o6-PSSc-MKGA-152-mo1
Module coordinator		Module offered by	
holder of the Professorship of Sociology and Qualitative Research		Professorship of Sociology and Qualitative Research	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	May not be combined with o6-PSSc-MKGB.	
Contents			
Selected theories and studies in the area of media and/or cultural sociology.			
Intended learning outcomes			
The student has acquired the ability to understand and critically assess topics and problems in media and cultural sociology.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: German and/or English and potentially other language			
Method of assessment (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. 90 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) term paper (approx. 25 pages) or d) presentation (approx. 30 minutes) and term paper (approx. 25 pages), weighted 1:4 or e) portfolio (approx. 50 hours total) or f) research report (approx. 15 pages) Language of assessment: German and/or English and potentially other language creditable for bonus			
Allocation of places			
5 places. There are no restrictions with regard to available places for students of Political and Social Sciences (Master's, 120, 45 ECTS credits). The number specified is the total number of places that will be allocated to students of other degree subjects in the SFB (list of modules) of which this module is listed. Should the number of applications exceed the number of available places, places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot. 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			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (2 majors) Political and Social Sciences (2015) Master's degree (1 major) Political and Social Sciences (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Chinese Politics and Society (2019) Master's degree (1 major) European Ethnology (2020)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 34 / 292

Master's degree (1 major) Political and Social Sciences (2020)  
Master's degree (1 major) Social Science Sustainability Studies (2021)  
Master's degree (1 major) European Ethnology/Empiric Cultural Studies (2023)  
Master's degree (1 major) Chinese Politics and Society (2025)

Module title			Abbreviation
Normative Political Theory A			o6-PSSc-NPTA-152-mo1
Module coordinator		Module offered by	
holder of the Chair of Comparative Politics and German Po- litics		Chair of Comparative Politics and German Politics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	May not be combined with o6-PSSc-NPTB.	
Contents			
Analysis of basic structures of modern societies from a perspective of normative political theory. Prominent to- pics are European Enlightenment, secularism, modernity, individualism, nationalism and political ideologies.			
Intended learning outcomes			
Students acquire basic knowledge of the normative structures of Western societies, they are able to understand the principles of secular orders and their justification and to analyse the differences to non-Western societies.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: German and/or English and potentially other language			
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 90 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) term paper (approx. 25 pages) or d) presentation (approx. 30 minutes) and term paper (approx. 25 pages), weighted 1:4 or e) portfolio (approx. 50 hours total) or f) research report (approx. 15 pages) Language of assessment: German and/or English and potentially other language creditable for bonus			
Allocation of places			
5 places. There are no restrictions with regard to available places for students of Political and Social Sciences (Master's, 120, 45 ECTS credits). The number specified is the total number of places that will be allocated to stu- dents of other degree subjects in the SFB (list of modules) of which this module is listed. Should the number of applications exceed the number of available places, places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot. A wait- ing 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			
Master's degree (2 majors) Political and Social Sciences (2015) Master's degree (1 major) Political and Social Sciences (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Chinese Politics and Society (2019)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data re- cord Master (120 ECTS) International Economic Policy - 2015	page 36 / 292



Master's degree (1 major) Political and Social Sciences (2020)  
Master's degree (1 major) Social Science Sustainability Studies (2021)  
exchange program Political and Social Studies (2023)  
Master's degree (1 major) Chinese Politics and Society (2025)

Module title			Abbreviation
Comparative analysis of political institutions A			o6-PSSc-VP1A-152-mo1
Module coordinator		Module offered by	
holder of the Chair of Comparative Politics and German Po- litics		Chair of Comparative Politics and German Politics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	May not be combined with o6-PSSc-VP1B.	
Contents			
In-depth study of theoretical and empirical-analytical questions within the framework of comparative analyses of selected political institutions.			
Intended learning outcomes			
The student has in-depth knowledge of theoretical and empirical-analytical research approaches in the compara- tive analysis of selected political institutions. He/she acquires the ability to independently classify and work on problems, positions and discourses with regard to selected political institutions.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: German and/or English and potentially other language			
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 90 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) term paper (approx. 25 pages) or d) presentation (approx. 30 minutes) and term paper (approx. 25 pages), weighted 1:4 or e) portfolio (approx. 50 hours total) or f) research report (approx. 15 pages) Language of assessment: German and/or English and potentially other language creditable for bonus			
Allocation of places			
5 places. There are no restrictions with regard to available places for students of Political and Social Sciences (Master's, 120, 45 ECTS credits). The number specified is the total number of places that will be allocated to stu- dents of other degree subjects in the SFB (list of modules) of which this module is listed. Should the number of applications exceed the number of available places, places will be allocated according to the number of subject semesters. Among applicants with the same number of subject semesters, places will be allocated by lot. A wait- ing 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			
Master's degree (2 majors) Political and Social Sciences (2015) Master's degree (1 major) Political and Social Sciences (2015) Master's degree (1 major) International Economic Policy (2015)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data re- cord Master (120 ECTS) International Economic Policy - 2015	page 38 / 292

Master's degree (1 major) Chinese Politics and Society (2019)  
Master's degree (1 major) Political and Social Sciences (2020)  
Master's degree (1 major) Social Science Sustainability Studies (2021)  
exchange program Political and Social Studies (2023)  
Master's degree (1 major) Chinese Politics and Society (2025)

Module title			Abbreviation
Adaption and Continuous System Engineering			12-ACSE-161-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><b>Business Suite:</b> The constantly changing environment with its organisational and IT-oriented developments forces companies to adapt their standard business software solutions. With the help of dynamic adaptation (Continuous System Engineering), this process of change can be supported effectively and efficiently. This module discusses both the systematic implementation of adaptation steps (so-called customising) using the example of the mySAP Business Suite and the concept of Continuous System Engineering using various practical examples. <b>Business Apps:</b> The course combines theory and practice in the area of cloud computing and ERP. Participants gain an insight into the architecture of the ByDesign platform and are presented with an opportunity to gain practical experience working with the corresponding software development kit.</p>			
Content:			
<ul style="list-style-type: none"><li>• Fundamentals of cloud computing</li><li>• Cloud business solutions</li><li>• Architecture of the SAP Business ByDesign platform</li><li>• Platform adaption and extensibility</li><li>• Basics of software development in SAP Cloud Applications Studio</li><li>• Hands-on SDK: independently designing and developing a demo app</li></ul>			
Intended learning outcomes			
<p>Business Suite: Students learn about the various ways of adapting a standard business software solution to the special requirements of a company. They also develop a fundamental understanding of the dynamic adaptation of business software libraries. Based on selected examples from the SAP Business Suite that the acquired knowledge will be deepened by using case studies. Business Apps: The course imparts knowledge and delivers skills in cloud computing for businesses, ERP systems architecture and software development at the example of the SAP Business ByDesign platform. The independent planning, implementation and documentation of a business app trains important core competencies of technology-oriented Business Informatics.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 20 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus</p>			
Allocation of places			
<p>20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>			
Additional information			
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Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 40 / 292

<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>
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) Information Systems (2022)

<b>Module title</b>		<b>Abbreviation</b>
<b>Business Service Platforms 2</b>		12-AGP2-161-m01
<b>Module coordinator</b>		<b>Module offered by</b>
Dean of the Faculty of Business Management and Economics		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>		
<p>The next generation of business service platforms leads to a transformation of traditional industrial enterprises into service businesses that generate a large proportion of value in developed economies. New ICT technologies such as cloud computing, the Internet of Things and semantic technologies will contribute to the success of these businesses in a similar way as ERP contributed to the success of industrial enterprises. But we are still at the beginning of the evolution of business service platforms, which will have to become more adaptable to support special business models and allow differentiating customer service processes.</p> <p>The course will discuss different case studies on services businesses. The digital transformation of the software industry into a service industry is the most prominent of these case.</p>		
<b>Intended learning outcomes</b>		
<p>Be aware of the growing economic importance of the service sector. Understand that services businesses are facing a special productivity problem, which could not be addressed by the same processes applied in the manufacturing industries. Understand the new ICT technologies we have at hand today to deliver smart solutions for this problem. Be aware of the diversity of services business today where we have no evidence that a general standard can be found applicable to most subsectors similar to the standardization achieved for the manufacturing industries after twenty years of research.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2)		
<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)		
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
<b>Allocation of places</b>		
<p>40 places.</p> <p>Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p>		
<b>Additional information</b>		
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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>		

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

Module title			Abbreviation
Analytical Information Systems			12-BI-161-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			
The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. A basic knowledge of statistics and data modelling is a prerequisite for participation in this module.			
Intended learning outcomes			
The module provides students with knowledge of: (i) Data Warehousing & OLAP (ii) Operational application areas and methods of data analysis			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
40 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019)			
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Master's degree (1 major) China Language and Economy (2019)  
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Business Service Platforms 1			12-BSA-161-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>A next generation of enterprise systems called business service platforms is emerging using new disruptive technologies such as cloud computing, big data and mobility. These business service platforms apply the concept of product platforms to software. They will</p> <ol style="list-style-type: none"><li>1. be services based</li><li>2. be offered as a service in the cloud</li><li>3. address new classes of users and types of business especially in the service business</li><li>4. allow for a high degree of business adaptability and extensibility.</li><li>5. be supplemented by a broad offer of partner add-ons supporting accelerated innovation.</li></ol> <p>These new business service platforms will play a key role in the digital transformation of the software industry.</p>			
Intended learning outcomes			
<p>Be aware of the big business productivity progress enabled by BIS in the last 50 years. Understand the limitations of these systems in spite of the digital transformation of the software industry ahead. Be able to critically assess the business potential of new IC technologies. Understand the business demand for change. Understand the necessary organizational learning needed to leverage new technology for business change management.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus</p>			
Allocation of places			
<p>40 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p>			
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			

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

Module title			Abbreviation
Business Processes Organisation, Business Software and Process Industries			12-GLP-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
ERP systems have become key elements of successful companies. Business processes in companies can no longer be managed without using such ERP systems. In financial departments of companies, such systems have been used for a long time, but business processes e. g. for logistical tasks have so far not been supported by ERP solutions. This module explains how this issue could be resolved as well as what constraints and what dependencies have to be considered.			
Intended learning outcomes			
The "Business Processes Organisation, Business Software and Process Industries" module aims to achieve the following learning outcomes: 1. Fundamental Knowledge of Business Processes: Upon completing the course, students will possess a solid understanding of the essential business processes within companies. They have learned how to identify selected problems in the organization and design of logistical business processes and develop solutions. 2. Understanding and Designing ERP Systems: Students are capable of understanding and designing basic data structures and data flows within an ERP system. They have acquired practical skills to effectively map business processes within an ERP system. 3. Specialization in Industry Requirements: Participants have gained specialized knowledge of the requirements of specific industries, such as the process industry. They understand how to organize business processes considering the specific characteristics of these industries. 4. Application and Integration into ERP Systems: Students are able to map core business processes within an ERP system. They are capable of applying theoretical knowledge practically and optimizing the integration of business processes into ERP systems to support business objectives.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
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**

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

Module title			Abbreviation
Business Software 1: IS-based Enterprise Management			12-GPU-161-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>The module offers a comprehensive insight into the world of Enterprise Resource Planning (ERP) systems. ERP systems are central building blocks in modern business management and play a crucial role in the integration of business processes, data management and decision-making. This module is divided into three sections, each of which focuses on practical applications and examples in addition to theory.</p> <p>Section 1: ERP selection process with application examples of two ERP systems The first part of the module is dedicated to the complex process of selecting a suitable ERP system for a company. Students are familiarized with proven methods and tools that are used in the evaluation of ERP systems. Using case studies, students compare two different ERP systems and apply the selection process in a real-life environment.</p> <p>Section 2: Low-code and no-code systems with application examples In this part, students are familiarized with low-code and no-code platforms that enable the efficient development of individual ERP applications. The focus is on dealing with a specific software solution from a leading company in this field. Students learn the basics of these platforms and create their own applications in order to experience the advantages of low-code and no-code approaches in practice.</p> <p>Section 3: Customizing ERP software using the example of SAP S/4HANA In the final part, students learn the basics of customizing ERP software. The focus is on the world's leading ERP system SAP S/4HANA. Students are enabled to adapt SAP S/4HANA to the specific requirements of a company. Practical exercises and case studies enable students to apply customizing techniques in real-life scenarios.</p> <p>In addition to the theoretical information presented in the lecture, the exercises offer the opportunity to access the ERP systems and deal with the respective software in a practical way by means of extensive case studies.</p>			
Intended learning outcomes			
<p>The "Business Software 1: Management and Implementation of Information Systems" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none"><li>1. ERP Systems - Overview and Differentiation: Students gain a comprehensive understanding of various ERP systems, their architectures, and philosophies.</li><li>2. Integration of Business Processes: Participants learn how ERP systems map and optimize business operations.</li><li>3. Selection and Customizing of ERP Systems: Students develop skills to evaluate, select, and adapt ERP systems to meet business needs.</li><li>4. Implementation of Business Processes: Students gain practical experience in independently implementing business processes in ERP and low-code/no-code platforms, and learn practical ERP customizing.</li></ol>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or</p>			
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c) term paper (approx. 15 to 20 pages)  
Language of assessment: German and/or English  
Assessment offered: Once a year, winter semester  
creditable for bonus

#### **Allocation of places**

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

#### **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**

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



Module title			Abbreviation
Work and Information			12-ITA-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module discusses relevant principles, concepts and applications of business information processing and its impact on organisational and process structures in today's business world.			
Intended learning outcomes			
The expertise gained from other modules related to business management issues can be interpreted and classified in a certain way by participating in this module. For decisions in regards to human resources planning, investment, and a company's strategy, the students will get to know all the relevant concepts and interdependencies, which come with taking information processing into account as the so called "fourth" factor of production.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) Information Systems (2022)			

Module title			Abbreviation
Information Processing within Organizations			12-IV-161-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 lays the foundation for understanding business informatics and explores various aspects of the field. It covers different application areas of business information systems, the latest technologies, and their integration into existing structures.</p> <p>Content:</p> <ul style="list-style-type: none"><li>• Integration into information systems</li><li>• Change and project management, requirements engineering</li><li>• Data storage, processing, and structures</li><li>• Business logic, algorithms, optimization, system architecture, microservices, virtualization</li><li>• Internal vs. external integration, technical interfaces</li><li>• Cloud, operational models, platforms, distributed ledger technology</li><li>• Data and IT security</li><li>• Process/task mining, hyperautomation, business intelligence, machine learning</li></ul>			
Intended learning outcomes			
<p>The "Information Processing within Organizations" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none"><li>1. Knowledge of Information Systems: Students understand and apply core concepts such as data processing and system architecture, can integrate new technologies into systems, and develop practical applications.</li><li>2. Analysis of Business Processes: They recognize and analyze business information systems, model business processes, and optimize system landscapes using ERP systems and project management methods.</li><li>3. Development of Business Solutions: Students use their knowledge of modern technologies and business intelligence to develop integrative business solutions and solve operational challenges.</li><li>4. Evaluation of Technology Trends: They have a deep understanding of IT security and modern technologies, critically assess technology trends, and lead their implementation in business contexts.</li></ol>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or 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: winter semester			

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

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**Module appears in**

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

Module title			Abbreviation
Employment Law			12-M-AFW-161-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	
2 semester	graduate	--	
Contents			
Contents: employment and labour law and works constitution law incl. collective agreement law			
<b>Employment and Labour law</b>			
Legal sources of employment and labour law			
Definitions, employment and labour law, employees			
The employment contract			
<ul style="list-style-type: none"><li>• Job application, permissible and impermissible questions in job interviews, consequences of lying, contesting the employment contract</li><li>• General Equal Treatment Act, claims for damages by applicants</li><li>• Conclusion of an employment contract, form, evidence under the Law of Proof of Substantial Conditions Applicable to the Employment Relationship</li><li>• Contents of the employment contract, company practice, overall commitment, reservation of the right of voluntariness and revocation</li><li>• General terms and conditions of business and control of terms and conditions of employment, invalid clauses and their consequences</li><li>• Limitation of the term of the employment contract, fixed term employment contracts</li></ul>			
Rights and duties arising from the employment relationship			
<ul style="list-style-type: none"><li>• Primary and secondary duties</li><li>• Employer's right to issue instructions, permissible and impermissible instructions</li><li>• Sickness, obligations to report and provide evidence under the Continued Remuneration Act</li><li>• Secondary employment, prohibition of competition, duty of confidentiality, occupational health and safety</li><li>• Granting of holiday leave</li><li>• Continued payment of wages in the event of illness, restrictions</li></ul>			
Severe disability, special rights and protection against dismissal			
Working hours and the Working Hours Act			
The warning, formal and material requirements, consequences			
Termination of employment			
<ul style="list-style-type: none"><li>• Termination agreement</li><li>• Termination of employment</li><li>• Formal requirements</li><li>• Ordinary and extraordinary termination by the employer</li><li>• Behavioral termination</li><li>• Person-related (illness-related) dismissal</li><li>• Dismissal for operational reasons</li></ul>			
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- Special protection against dismissal

### **Works constitution law incl. collective bargaining law**

Legal sources of works constitution law

Definitions, company, works council, employee

The works council and its role

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

Material co-determination of the works council, participation

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

Co-determination in the narrower sense

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

Co-determination rights

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

### **Collective bargaining law**

Definition, contractual and normative part, legal effect

Application of collective agreements, parties of collective agreements

Dynamic and static clauses referring to a collective agreement

Collective agreement and company agreements, blocking effect of collective agreement

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

### **Intended learning outcomes**

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

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

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

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

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

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

S (2)

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

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

**Allocation of places**

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

**Additional information**

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**Workload**

150 h

**Teaching cycle**

Teaching cycle: each semester

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

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**Module appears in**

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

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



Module title		Abbreviation
<b>Work Order Planning for Automated Manufacturing</b>		12-M-AGAF-161-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		
The idea of integration of business information systems is primarily practiced and developed as an ERP system in terms of business application areas, their temporal overlap (data warehouse), their spatial relationship (supply network) and connection of legal tasks (eGovernment). However, linking the commercial view of incoming customer orders with the logistic or more technical view of the scheduling of production orders and the resulting consequences for the processes is a critical success factor.		
Intended learning outcomes		
Linking research and lectures of the Institute of Robotics and Telematics as well as the orientation of the Chair of Business Integration allows students a conceptual as well as practical insight into the challenges of this in the future essential part of the operational automation development.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Information Systems (2019)		

Module title			Abbreviation
Advanced Microeconomics			12-M-AM-161-mo1
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>In a nutshell, microeconomic theory considers the behavior of individual economic agents and builds from this foundation to a theory of aggregate economic outcomes, which then can be applied for conducting welfare analysis and giving policy advice. This lecture addresses the core building block of this thought complex: individual decision making and behavior. Specifically, students will come to understand in detail the standard models of riskless consumer choice, choice under risk and intertemporal choice and learn about the empirical challenges and limitations of these models.</p> <p>Throughout the lecture, we will work with precise mathematical formalizations of the ideas that we want to think and talk about. In consequence, a solid understanding of the mathematical toolbox of standard microeconomics (e.g., differential calculus and constrained optimization; basic set theory; integration by parts) will be helpful as it will allow to focus on the underlying economic intuition. However, every required mathematical concept will be introduced and explained along the way, such that a strong interest in formal economic analysis is more important than an advanced mathematical background.</p> <p>The exposition is primarily based on the standard graduate textbooks</p> <ul style="list-style-type: none"><li>• Mas-Colell, Whinston and Green (1995): “Microeconomic Theory”</li><li>• Jehle and Reny (2001): “Advanced Microeconomic Theory”</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 microeconomic 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)			
Method of assessment (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 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 60 / 292

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

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**Module appears in**

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

Module title			Abbreviation
Incentives in Organizations			12-M-AO-161-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. Efficiency wages (with case study)</li><li>8. Team incentives (with case study)</li></ol>			
Intended learning outcomes			
Students acquire a working knowledge of key incentive models models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (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 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
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>
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
<b>Advanced Operations &amp; Logistics Management</b>		12-M-AOLM-161-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	--
<b>Contents</b>		
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		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<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 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<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>		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)		

Module title		Abbreviation
<b>Seminar: Selected Topics in Business Management and Economics</b>		12-M-APS-161-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	--
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)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1            Language of assessment: German and/or English            Assessment offered: In the semester in which the course is offered</p>		
Allocation of places		
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
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		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)		



Module title			Abbreviation
Selected Topics in Business Management and Economics 1			12-M-APW1-161-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)			
Method of assessment (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 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages) or presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</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)			
--			
Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p>			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	
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Master's degree (1 major) Information Systems (2019)  
 Master's degree (1 major) China Business and Economics (2021)  
 Master's degree (1 major) China Language and Economy (2021)  
 Master's degree (1 major) Information Systems (2022)  
 Master's degree (1 major) International Economic Policy (2022)  
 Master's degree (1 major) Management (2022)  
 Master's degree (1 major) Management (2024)  
 Master's degree (1 major) Information Systems (2024)  
 Master's degree (1 major) International Economic Policy (2024)  
 Master's degree (1 major) Information Systems (2025)  
 Master's degree (1 major) International Economic Policy (2025)  
 Master's degree (1 major) Management (2025)  
 Master's degree (1 major) China Business and Economics (2025)  
 Master's degree (1 major) China Language and Economy (2025)

Module title			Abbreviation
Selected Topics in Business Management and Economics 2			12-M-APW2-161-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)			
Method of assessment (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 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages) or</p> <p>d) presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</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			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p>			

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

Module title			Abbreviation
Selected Topics in Business Management and Economics 3			12-M-APW3-161-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)			
Method of assessment (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 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) or d) presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</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)			
--			
Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p>			

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

Module title			Abbreviation
Selected Topics in Business Management and Economics 4			12-M-APW4-161-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)			
Method of assessment (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 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages) or</p> <p>d) presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</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)			
--			
Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p>			

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



Module title		Abbreviation
<b>Advanced Seminar: Advanced Topics in Contract Theory</b>		12-M-ATC-161-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module covers varying classical or recent topics from microeconomics, usually with a focus on decision theory, contract theory or behavioral economics. As a solid understanding of the corresponding basics will be helpful, the course is intended in particular for advanced students who completed the classes “Advanced Microeconomics” and “Contract Theory”.		
Intended learning outcomes		
After completing the course students will have gathered experience in <ul style="list-style-type: none"> <li>• reading and understanding theoretical or experimental research articles,</li> <li>• critically analyzing and discussing the results of research articles,</li> <li>• relating the results of different research articles to each other,</li> <li>• conveying their insights both verbally and in writing in accordance with common scientific standards.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 15 pages) and presentation (approx. 30 minutes), weighted 2:1 Language of assessment: German and/or English		
Allocation of places		
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 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		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)		

Module title			Abbreviation
Topics in International Economics 1			12-M-ATIÖ1-161-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			
<u>Content</u>  Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]			
<u>Literature:</u>  Peer-reviewed articles and/or monographs.			
Intended learning outcomes			
Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively WS instead of V + Ü			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	
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Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Topics in International Economics 2			12-M-ATIÖ2-161-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			
<u>Content</u>  Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]			
<u>Literature:</u>  Peer-reviewed articles and/or monographs.			
Intended learning outcomes			
Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively WS instead of V + Ü			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 77 / 292

Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Topics in International Economics 3			12-M-ATIÖ3-161-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			
<u>Content</u>			
Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]			
<u>Literature:</u>			
Peer-reviewed articles and/or monographs.			
Intended learning outcomes			
Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively WS instead of V + Ü			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) or c) portfolio (approx. 20 pages) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	
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Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
<b>Selected Topics in Financial Accounting and Auditing</b>		12-M-ATRW-161-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)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>written examination (approx. 60 to 120 minutes)</p> <p>Language of assessment: German and/or English</p> <p>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)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p>		



Module title			Abbreviation
Advanced Seminar: Selected Aspects of Managerial Accounting			12-M-AUAS-161-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)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work by means of relevant topics in the field of managerial accounting.			
Intended learning outcomes			
After completion of the seminar, students will be able to answer complex questions from the field of managerial accounting at a scientific level. They are able to conduct scientific literature research in a targeted manner and understand its contents as well as apply further scientific methods to answer questions, integrate acquired results into scientific papers and, building on this, independently prepare presentations and lectures.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, summer semester			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
300 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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title			Abbreviation
Selected Topics in Business Information Systems 1			12-M-AWI1-161-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) Course type: alternatively S instead of V + Ü			
Method of assessment (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 minutes) or</p> <p>b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or</p> <p>c) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) or</p> <p>d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or</p> <p>e) entirely or partly computerised written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or 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)			
--			
Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p>			
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Master's degree (1 major) China Business and Economics (2019)  
Master's degree (1 major) China Language and Economy (2019)  
Master's degree (1 major) Information Systems (2019)  
Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Information Systems (2022)  
Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)  
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Selected Topics in Business Information Systems 2			12-M-AWI2-161-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) Course type: alternatively S instead of V + Ü			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 85 / 292

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

Module title			Abbreviation
Portfolio Selection and Capital Market Theory			12-M-B1a-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is be discontinued, no courses are offered currently or will be offered in future.			
This is due to one of the following reasons:			
<ul style="list-style-type: none"><li>• The lecturer who offered the course is no longer employed at the University of Wuerzburg.</li><li>• The contents are no longer taught and were substituted with comparable offers.</li></ul>			
For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.			
Intended learning outcomes			
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016)			
Master's degree (1 major) Business Information Systems (2016)			
Master's degree (1 major) Business Management (2015)			
Master's degree (1 major) China Business and Economics (2016)			
Master's degree (1 major) International Economic Policy (2015)			
Master's degree (1 major) China Language and Economy (2016)			

Module title			Abbreviation
Agency Theory			12-M-B1b-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is be discontinued, no courses are offered currently or will be offered in future.			
This is due to one of the following reasons:			
<ul style="list-style-type: none"><li>• The lecturer who offered the course is no longer employed at the University of Wuerzburg.</li><li>• The contents are no longer taught and were substituted with comparable offers.</li></ul>			
For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.			
Intended learning outcomes			
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes)			
Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016)			
Master's degree (1 major) Business Information Systems (2016)			
Master's degree (1 major) Business Management (2015)			
Master's degree (1 major) China Business and Economics (2016)			
Master's degree (1 major) International Economic Policy (2015)			
Master's degree (1 major) China Language and Economy (2016)			

Module title		Abbreviation
Option Pricing Theory		12-M-B2-161-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	--
Contents		
<p>This module is be discontinued, no courses are offered currently or will be offered in future.</p> <p>This is due to one of the following reasons:</p> <ul style="list-style-type: none"> <li>• The lecturer who offered the course is no longer employed at the University of Wuerzburg.</li> <li>• The contents are no longer taught and were substituted with comparable offers.</li> </ul> <p>For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.</p>		
Intended learning outcomes		
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>written examination (approx. 120 minutes)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p>		



Module title			Abbreviation
Financial Institutions and Financial Regulation			12-M-B3-161-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	--	
Contents			
This module is be discontinued, no courses are offered currently or will be offered in future.			
This is due to one of the following reasons:			
<ul style="list-style-type: none"><li>• The lecturer who offered the course is no longer employed at the University of Wuerzburg.</li><li>• The contents are no longer taught and were substituted with comparable offers.</li></ul>			
For more information, please contact the Office of the Dean of Studies of the Faculty of Business Management and Economics.			
Intended learning outcomes			
Due to the lack of relevance, no learning outcomes description is available because no courses are held for this module.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 120 minutes) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

<b>Module title</b>		<b>Abbreviation</b>
<b>Industrial Management 4</b>		12-M-BE-161-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Industrial Management		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>		
This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.		
<b>Intended learning outcomes</b>		
The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systems and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Course type: alternatively eLearning, S, WS		
<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. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (approx. 15 to 20 pages); (weighted 1:1) or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
20 places. Should the number of applications exceed the number of available places, 15 places will be set aside for students of the Master's degree programmes Business Management and International Economic Policy or Economics and 5 places will be set aside for students of the Master's degree programme Wirtschaftsinformatik (Business Information Systems).		
<b>Additional information</b>		
--		
<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>		
Master's degree (1 major) Economathematics (2016)		
Master's with 1 major International Economic Policy (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 91 / 292

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

Module title		Abbreviation
<b>Business Analytics</b>		12-M-BUA-161-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the field of business management decision models and methods and their application in the development of decision-support systems as well as analytical information systems and quantitative methods of data analysis.</p> <p>Students work on current topics using methods from machine learning, mathematical optimization and simulation.</p>		
Intended learning outcomes		
<p>The module provides students with knowledge of:</p> <ul style="list-style-type: none"> <li>• Scientific literature</li> <li>• Implementation of methods in code</li> <li>• Integration of developed results in scientific papers</li> <li>• Creating presentations and lectures</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1            Language of assessment: German and/or English            Assessment offered: Once a year, winter semester</p>		
Allocation of places		
<p>20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
300 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		
<p>Master's degree (1 major) Economathematics (2016)            Master's degree (1 major) Business Information Systems (2016)            Master's degree (1 major) Business Management (2015)            Master's degree (1 major) China Business and Economics (2016)            Master's degree (1 major) International Economic Policy (2015)</p>		
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Master's degree (1 major) China Language and Economy (2016)  
 Master's degree (1 major) Management (2018)  
 Master's degree (1 major) China Business and Economics (2019)  
 Master's degree (1 major) China Language and Economy (2019)  
 Master's degree (1 major) Information Systems (2019)  
 Master's degree (1 major) China Business and Economics (2021)  
 Master's degree (1 major) China Language and Economy (2021)  
 Master's degree (1 major) Economathematics (2021)  
 Master's degree (1 major) Information Systems (2022)  
 Master's degree (1 major) Management (2022)  
 Master's degree (1 major) Economathematics (2022)

Module title			Abbreviation
Contract Economics			12-M-CE-161-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)			
Method of assessment (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) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English Assessment offered: Once a year, summer semester creditable for bonus</p>			
Allocation of places			
--			
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>
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

<b>Module title</b>			<b>Abbreviation</b>
<b>Managerial Accounting in the Company Management</b>			12-M-CIU-161-m01
<b>Module coordinator</b>		<b>Module offered by</b>	
holder of the Chair of Business Management, Controlling and Accounting		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>			
Within the module, theoretical basics of change management are covered. In addition, we present and jointly analyze existing change projects in detail. We try to answer related questions, too. For example, the module discusses how to involve stakeholders in change, what motivates them to embrace change, and whether participation is a universal principle. The module covers projects like merging two departments, restarting a department with team building, conducting an employee survey, or developing a new mission statement. The majority of the projects are taken from the social sector, but can be transferred to industry and SMEs.			
<b>Intended learning outcomes</b>			
After participating the lecture, students will be able to understand the occurrence of resistance and massive emotional reactions in change processes. Change processes can be critically analyzed and the use of typical instruments in change processes can be questioned. Students are able to identify the typical pitfalls and hurdles in these processes and are able to use their knowledge for own future projects as well as to create their own solutions in change processes.			
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
<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)			
written examination (approx. 60 minutes) Language of assessment: German and/or English			
<b>Allocation of places</b>			
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<b>Additional information</b>			
--			
<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>			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			



Module title		Abbreviation
Contract Theory		12-M-CT-161-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:</p> <ul style="list-style-type: none"> <li>• Laffont and Martimort (2002): "The Theory of Incentives"</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 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)		
Method of assessment (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 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
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<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>
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
<b>Digital Marketing I</b>		12-M-DM1-182-mo1
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Digitalization is rapidly changing our lives, including all types of business relationships. Therefore, new opportunities and approaches have emerged in all areas of the marketing mix: Managers can choose from a wide variety of new communication channels, such as social media networks, blogs, or messengers, and can engage in influencer marketing and search engine optimization. They increasingly rely on online customer co-creation or crowdsourcing and create a wide variety of new digital products and services, often related to completely new business models. Through price crawlers and price setting tools customers' price search behaviors have significantly changed, requiring new price setting techniques. Artificial intelligence enables managers to automate and optimize many of these marketing processes, thus offering new opportunities and challenges for companies. Overall, digital marketing offers a tremendous variety of concepts and approaches to seize respective opportunities and deal with related challenges, which will be largely highlighted and discussed in this course.</p> <p>Course structure:</p> <ul style="list-style-type: none"> <li>• Introduction to Digital Marketing (incl. trends and major players)</li> <li>• Digital Product Management (incl. management of digital and digitalized products, innovations, and brands)</li> <li>• Digital Price Management (incl. digitalized and innovative pricing models and tools, such as crawlers, pay-per-use pricing, etc.)</li> <li>• Digital Communication Management (incl. social media marketing, influencer marketing, search engine marketing, mobile marketing, content marketing, viral marketing, augmented and virtual reality marketing, etc.)</li> <li>• Responsibilities resulting from Digital Marketing (incl. customer privacy, ethical challenges, organizational aspects)</li> <li>• Current Trends &amp; Future Outlook (incl. virtual and augmented reality, artificial intelligence, etc.)</li> </ul>		
Intended learning outcomes		
<p>This course provides a broad overview about these new approaches of digital marketing. It explains the underlying concepts of digital marketing and illustrates these approaches and concepts along numerous case studies. After attending this course, students should have a broad and in-depth understanding of digital marketing and its tools and of how to implement them successfully in business practice.</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) term paper (15 to 20 pages) 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>
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022)

Module title			Abbreviation
Digital Marketing II			12-M-DM2-182-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			
In this module, students take on the fictitious role of marketing managers who manage the marketing department of a large company division in the consumer electronic goods sector. They are asked to develop a marketing strategy for the division, which includes the product portfolio, suitable pricing approaches, online and offline communication and marketing via online and offline sales channels. The situation described above is illustrated in a so-called "business simulation", which is completed online in several groups.			
Intended learning outcomes			
In this course, students learn to apply central concepts of online and offline marketing in a targeted manner and in relation to the respective company situation. The course thus forms the bridge between theory transfer and corresponding application in business practice.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019)			
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Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Econometrics (2021)  
Master's degree (1 major) Information Systems (2022)  
Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (2022)  
exchange program Business Management and Economics (2022)

Module title		Abbreviation
<b>DSGE Modelling</b>		12-M-DMM-161-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	--
Contents		
<p>The course offers an introduction to "Dynamic Stochastic General Equilibrium Modelling" (DSGE). These models are designed to describe the business cycle at the macro level. In a first step, we analyse the behaviour of a representative household. In particular, we describe how consumption, asset allocation and labour supply plans are formulated. In a second step, we focus on the firm sector and address how firms solve for optimal production plans. In a third step, we explain what role the central bank plays in stabilising the business cycle. Thereby, we show how changes in interest rates interact with optimal decisions taken by households and firms. We also discuss hot topics such as CAPM models and monetary policy in the euro area.</p>		
Intended learning outcomes		
<p>The course offers analytical tools designed to solve DSGE models. These analytical skills encompass:</p> <ul style="list-style-type: none"> <li>• Solving of intertemporal optimization problems (e.g., consumption Euler-equations).</li> <li>• Linearization methods (e.g., Taylor-expansions).</li> <li>• Solving linear difference expectations by minimum state variabel techniques (MSV-solution).</li> <li>• Basic time series concepts such as impulse response functions, variance decompositions.</li> <li>• Basic insights in MATLAB/ Dynare programming: specifying, solving and estimating DSGE models.</li> </ul> <p>Based on the course students are able themselves to design and implement DSGE models.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English</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		
<p>Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)</p>		

Module title		Abbreviation
<b>Decision Support Systems</b>		12-M-DSS-161-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, network, integer, multi-objective, non-linear, stochastic)</li> <li>• Implement decision support systems</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or  b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)  Language of assessment: German and/or English  creditable for bonus</p>		
Allocation of places		
<p>40 places.  Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p>		
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		
<p>Master's degree (1 major) Economathematics (2016)  Master's degree (1 major) Business Information Systems (2016)  Master's degree (1 major) Business Management (2015)  Master's degree (1 major) China Business and Economics (2016)</p>		
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Master's degree (1 major) International Economic Policy (2015)  
Master's degree (1 major) China Language and Economy (2016)  
Master's degree (1 major) Management (2018)  
Master's degree (1 major) China Business and Economics (2019)  
Master's degree (1 major) China Language and Economy (2019)  
exchange program Business Management and Economics (2022)

Module title		Abbreviation
<b>E-Commerce I</b>		12-M-EC1-182-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) term paper (15 to 20 pages) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019)		
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Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Econometrics (2021)  
Master's degree (1 major) Information Systems (2022)  
Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (2022)  
exchange program Business Management and Economics (2022)

Module title		Abbreviation
European Public Finance		12-M-EFP-161-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course aims at introducing the main public finance issues in the European Union. Students will learn how the revenues of the Union are generated and how they are spent. We will discuss the motivation and implications of the Brexit decision and various coordination problems with respect to public debt, taxation and environmental policy. Economic policy is discussed with simple models, which highlight the central problems.</p> <p>Course contents:</p> <ol style="list-style-type: none"> <li>1. The European Union: History and Institutions</li> <li>2. The Budget of the European Union</li> <li>3. Economic Analysis of the Brexit Process</li> <li>4. Sovereign Debt, Financial Crisis and Fiscal Integration in the EMU</li> <li>5. Tax Competition or Tax Coordination in Europe?</li> <li>6. European Climate Policy: Emission Trading and Green Deal</li> </ol>		
Intended learning outcomes		
After completing the course students are introduced to the central public finance policy issues, institutions and rules of conduct in the EU. They are able to apply simple theoretical models to to discuss and analyze more specific policy problems.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) + V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English		
Allocation of places		
20 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		

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

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**Module appears in**

Master's degree (1 major) Econometrics (2016)  
Master's degree (1 major) Business Information Systems (2016)  
Master's degree (1 major) Business Management (2015)  
Master's degree (1 major) China Business and Economics (2016)  
Master's degree (1 major) International Economic Policy (2015)  
Master's degree (1 major) Media Communication (2016)  
Master's degree (1 major) China Language and Economy (2016)  
Master's degree (1 major) Applied Human Geography (2017)  
Master's degree (1 major) Media Communication (2018)  
Master's degree (1 major) Media Communication (2019)

Module title			Abbreviation
Monetary Policy and the Financial System			12-M-EG1-161-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		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 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.</p> <p>Format of the module: lectures and exercise sessions</p> <p>Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.</p> <p>Usability: Master International Economic Policy</p> <p>Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.</p> <p>ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.</p> <p>Frequency of the module: Each winter term</p> <p>Workload: 150 hours (Lecture + Exercise Session + Self Study)</p> <p>Duration: 1 Semester</p>			
Intended learning outcomes			
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.			
Courses (type, number of weekly contact hours, language — if other than German)			
Ü (2) + V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English			
Allocation of places			
30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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<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>
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)

Module title		Abbreviation
<b>Economic Geography</b>		12-M-EG-161-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><u>Content</u></p> <p>The lecture starts with a brief motivation of the core issues and a short overview over key forces driving the allocation of economic activity in space. The main parts of the lecture cover the functioning and evolution of cities and city systems, and the economic geography of regions and countries.</p> <p>I Motivation and Facts</p> <p>II Location Basics</p> <ul style="list-style-type: none"> <li>- Forces Shaping the Location of Economic Activity in Space</li> <li>- Some Intellectual Background</li> </ul> <p>III Urban and Regional Economics</p> <ul style="list-style-type: none"> <li>- The Spatial Structure of Cities</li> <li>- City Systems</li> </ul> <p>III New Economic Geography</p> <ul style="list-style-type: none"> <li>- From the New Trade Theory to the New Economic Geography</li> <li>- Footloose Capital Model and Policy Applications</li> <li>- Core Periphery Models and Policy Applications</li> <li>- Empirics</li> </ul> <p><u>Literature:</u></p> <p>The course uses a combination of textbooks and journal articles. Articles from the Handbook of Urban and Regional Economics (current and previous volumes) are heavily used. Useful books are:</p> <p>Brakman, W., H. Garretsen and Ch. van Marrewijk, 2009, The New Introduction to Geographical Economics, Cambridge University Press</p> <p>Baldwin, R., R. Forslid, P. Martin, G. Ottaviano and F. Robert-Nicoud, 2003, Economic Geography and Public Policy, Princeton, 2003</p> <p>Combes, P.P, Th. Mayer and J.F. Thisse, 2008, Economic Geography. The Integration of Regions and Nations, Princeton University Press</p> <p>Fujita, M., P.R. Krugman and A.J. Venables, 1999: The Spatial Economy, MIT Press</p> <p>Fujita, M. and J.-F. Thisse (2013). Economics of Agglomeration. Cities, Industrial Location and Regional Growth. Cambridge University Press.</p>		
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Krugman, P.R., 1991, Geography and Trade, MIT Press
<b>Intended learning outcomes</b>
Students acquire a knowledge of the forces which determine the allocation of economic activity in space and they learn to apply fundamental models of cities, city systems and of regional agglomerations to understand and analyze policy issues involving local, regional and international policy questions both analytically and in an economic intuitive way.
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
<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 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English
<b>Allocation of places</b>
--
<b>Additional information</b>
--
<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>
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Monetary Policy, Foreign Exchange Markets, and the International Monetary System			12-M-EG2-161-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		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 deals with the following topics:</p> <p>The foreign exchange market: Functioning of foreign exchange markets; market structure, players and evolution; FX transactions; hedging and speculation with FX.</p> <p>Exchange rate economics: Theoretical background and empirical validity of covered interest parity (CIP), uncovered interest rate parity (UIP) and purchasing power parity (PPP); Monetary approach: Flexible price monetary model and sticky price (Dornbusch-) overshooting model; Balassa-Samuelson effect; FX valuation via the PPP and the macroeconomic balance approach; Real effective exchange rates; Empirical validity of the exchange rate theories; Exchange rates and the current account.</p> <p>Exchange rate regimes and monetary policy in open economies: Classification of exchange rate regimes; the policy trilemma in open economies; historical development of the international monetary system; central bank interventions on the FX market.</p> <p>Modelling open economy macroeconomics at the intermediate level: Implications of the Mundell-Fleming model for monetary and fiscal policy under fixed and flexible exchange rates. The BMW (IS-MP-PC) model of the open economy and its implication for monetary and fiscal policy under fixed and flexible exchange rates; optimum currency areas in the BMW model and in practice.</p> <p>Currency crises: International experience with currency crises since the 1970s; modelling currency crises within the Mundell-Fleming framework.</p> <p>Managed-floating as a solution for the policy trilemma.</p>			
Intended learning outcomes			
<p>By completing this course, students receive a profound understanding of the functioning of foreign exchange markets, the drivers of exchange rate movements and some exchange rate valuation methods used in practice. Next to a profound knowledge of exchange rate theory the course highlights its practical applicability, e.g. as an investment strategy. In the second part of the course students learn the principles of monetary policy in open economies, including its trade-offs and risks like currency crises. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
Ü (2) + V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English</p>			
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<b>Allocation of places</b>
30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.
<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>
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)

Module title		Abbreviation
<b>Economics of Information and Network Industries</b>		12-M-EIN-161-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>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Network effects <ul style="list-style-type: none"> <li>• Consumer demand in markets with network effects and rational expectations</li> <li>• Monopoly pricing</li> <li>• Competition in markets with network effects</li> <li>• Compatibility and multihoming</li> <li>• Dynamic competition</li> <li>• Competition policy issues in industries with network effects</li> </ul> </li> <li>2. Competition in markets with switching costs <ul style="list-style-type: none"> <li>• Simple two period models of markets with switching costs</li> <li>• Various modelling possibilities for switching costs</li> <li>• Switching costs and long-run prices</li> </ul> </li> <li>3. Two(Multi)-Sided Markets and Platforms <ul style="list-style-type: none"> <li>• Monopoly pricing in platform markets</li> <li>• Competition in platform markets</li> <li>• Divide and conquer strategies</li> <li>• Non-price strategies</li> <li>• Competition policy issues in platform markets</li> </ul> </li> <li>4. Access pricing in network industries <ul style="list-style-type: none"> <li>• Network competition and role of access prices</li> <li>• Regulation of access prices</li> </ul> </li> </ol> <p>The course will be taught in English.</p>		
Intended learning outcomes		
<p>After completion of the module students can understand and explain themselves the in the lecture introduced advanced concepts of economics, information and network industries (including their mathematical representation form). They will be able to refer to the modeling examples from the practice by impute obvious corporate strategies and can predict the market outcome, evaluate information and network industries from the perspective of the state and, if necessary, appropriate policy action alternatives derived. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 90 minutes) or  b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or  c) term paper (approx. 15 to 20 pages)  Language of assessment: German and/or English  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: 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>
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
<b>Empirical Industrial Organization</b>		12-M-EIO-161-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		
<ol style="list-style-type: none"> <li>(Recap of) Econometric methods <ul style="list-style-type: none"> <li>Ordinary Least Squares (OLS)</li> <li>Endogeneity and how to deal with it (Instrumental Variables)</li> </ul> </li> <li>Estimation of demand <ul style="list-style-type: none"> <li>Representative consumer models</li> <li>Multinomial Logit Model (ML) and extensions</li> <li>Discrete choice models with individual data</li> <li>Discrete choice models with aggregate data</li> </ul> </li> <li>Further applications <ul style="list-style-type: none"> <li>Demand and Supply estimation</li> <li>Inferring marginal costs</li> <li>Using structural models for counterfactual policy analysis</li> </ul> </li> </ol>		
Intended learning outcomes		
<p>The students taking this class will learn modern empirical methods in studying questions related to industry outcomes. They will become familiar with methods used in estimating demand and during exercises will learn how one can implement these methods in practice using statistical software. The lectures will help students to have a thorough understanding of the so-called New Empirical Industrial Organization (NEIO) methodology. The students will become familiar with methods used in estimating demand and imperfect competition models among firms. They will learn how to use such models to infer marginal costs as well as constructing policy simulations based on the estimated models to evaluate the effects of changes in the competitive environment, such as mergers. A student that successfully completes this course will not only be able to read empirical academic papers but will also implement a few important models in computer exercises. Furthermore, students will be able to draw implications of empirical studies for economic policy in areas such as antitrust and regulation.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<ol style="list-style-type: none"> <li>written examination (approx. 60 to 90 minutes) or</li> <li>written examination (questions concerning mathematical methodology; approx. 120 minutes) or</li> <li>term paper (approx. 15 to 20 pages)</li> </ol> <p>Language of assessment: German and/or 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: summer semester		

<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
European Macroeconomic Policy			12-M-EMP-161-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		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 particular, the course outline is as follows:			
<b>I. Targets of macroeconomic policy</b>			
<b>II. The mechanics of the two core macroeconomic models</b>			
a. The classical model of a self-stabilizing corn economy			
b. The Keynesian model of a monetary economy with inherent instability			
c. The financial system and banks in the two models			
<b>III. The diverging policy implications of the two paradigms</b>			
a. Unemployment: wage rigidities versus rationing of the labor market by the goods market			
b. Government debt: Crowding out versus Modern Monetary Theory (MMT)			
c. Inflation: quantity theory versus Phillips curve			
d. The incompatibility of the two worlds			
<b>IV. A simple IS/MP/PC model</b>			
<b>V. The monetary policy of the ECB</b>			
a. The mandate of the ECB and possible trade-offs with unemployment and financial stability			
b. Conventional/unconventional instruments of the ECB / The risk of fiscal dominance			
c. ECB strategy and climate policy			
d. The threat of deflation and the Zero-Lower Bound			
<b>VI. The difficult task of coordinating 19 independent national fiscal policies in the EMU</b>			
a. Specific challenges due to lack of political integration: Lack of coordination versus lack of fiscal discipline			
b. The limitations set by Stability and Growth Pact			
c. The rationale of fiscal rules: Maastricht Treaty, Fiscal Compact/Debt Brake, Golden Rule / reform proposals			
<b>VII. Specific EMU topics</b>			
a. Is the EMU an optimum currency area?			
b. The financial crisis and the euro crisis: The dismal performance of the ECB until 2012 and the paradigm change by Mario Draghi ("Whatever it takes")			
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c. The ECB in the Corona crisis and Next Generation EU
<b>Intended learning outcomes</b>
By the end of the course, students will have gained a basic understanding of European macroeconomics.
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)
Ü (2) + V (2)
<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 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English
<b>Allocation of places</b>
20 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.
<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>
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Applied Human Geography (2017) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)

Module title		Abbreviation
<b>Empirical HR Research with Stata</b>		12-M-EPF-161-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 seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA.</p> <p>Reading list to be provided in class.</p>		
Intended learning outcomes		
The aim of the seminar is to enable students to understand and apply the most important estimation programmes and their application in STATA with a focus on problems in personnel economics.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2)		
Method of assessment (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>term paper (approx. 10 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: Once a year as announced</p>		
Allocation of places		
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-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		
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p>		

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

Module title			Abbreviation
Advanced Financial Accounting (German GAAP, IFRS)			12-M-ER-161-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			
Large and mostly multinational companies are key players in our globalized economy. A wide variety of interest groups, such as investors, need access to reliable information about the economic activities of these increasingly complex companies to make the right decisions. To contribute to a better functioning of capital markets in the European Union, publicly traded companies have to apply a single set of international accounting standards to prepare their consolidated financial statements. This module covers the necessary steps to prepare and interpret consolidated financial statements under IFRS (International Financial Reporting Standards). It provides students with a systematic approach and interpretation of group accounting according to international rules. In particular, the module conveys the basic principles of group accounting and an in-depth knowledge of relevant standards. Students get to know different types of company mergers, acquisitions, and investments and the corresponding accounting methods. They will learn about the relevance of consolidated financial statements, how to identify groups and understand the consolidation process. In addition, various recent topics of group accounting are covered, e. g., positive and negative goodwill, non-controlling interests, intra-group transactions, and goodwill impairment.			
Intended learning outcomes			
Students understand the key concepts and elements of group accounting under IFRS (International Financial Reporting Standards). They also have an in-depth knowledge of the steps necessary to prepare and interpret consolidated financial statements following international accounting rules. In particular, students can recognize the need for consolidated financial statements, solve relevant consolidation problems, and critically evaluate consolidated financial statements.			
Courses (type, number of weekly contact hours, language — if other than German)			
Ü (2) + V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 to 120 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016)			
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Master's degree (1 major) Business Management (2015)  
Master's degree (1 major) China Business and Economics (2016)  
Master's degree (1 major) International Economic Policy (2015)  
Master's degree (1 major) China Language and Economy (2016)  
Master's degree (1 major) Management (2018)  
Master's degree (1 major) China Business and Economics (2019)  
Master's degree (1 major) China Language and Economy (2019)  
Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Econometrics (2021)  
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Empirical Regional- and International Economic Research			12-M-ERA-161-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			
No information on contents available.			
Intended learning outcomes			
No information on intended learning outcomes available.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 10 pages) on empirical analysis prepared by candidates or c) portfolio (approx. 20 pages) Language of assessment: German and/or English			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title			Abbreviation
Business Software 2: Enterprise-Resource-Planning-Systems			12-M-ERP-161-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			
The course introduces key techniques for manual and automated modeling and analysis of business processes in enterprises. It starts with an overview of approaches and technologies to support real-time decision-making and business process (re-)design.			
Intended learning outcomes			
The module "Business Software 2: Data-driven Business Process Management and Automation" aims to achieve the following learning outcomes:			
1. Understanding of Business Process Management: Upon completion of the course, students will be able to articulate the fundamental theories and practical methodologies of Business Process Management. This includes the ability to analyze, redesign, and implement improved business processes both manually and using automated tools.			
2. Application of Modern Data Management Techniques: Students will acquire competencies in modern data management practices that are essential for real-time decision-making in business contexts.			
3. Conducting Process Mining: Students will develop skills in process mining, enabling them to extract data from event logs and analyze this information to uncover inefficiencies and opportunities within business processes. They will learn to apply process mining tools and techniques to real datasets, interpret results, and propose actionable improvements.			
4. Implementation of Process Automation Solutions: The course equips students with the knowledge and skills to automate business processes using industry-standard automation software such as UiPath. Students will learn to identify suitable processes for automation, design automation workflows, and implement these systems to enhance operational efficiency.			
5. Engagement in Scientific Research and Practical Application: Students will expand their academic and practical understanding by engaging with fundamental research papers in the field of Business Process Management. They will also gain practical experience through case studies and hands-on projects, allowing them to effectively apply theoretical knowledge to solve real-world problems.			
6. Development of Professional Competencies: Throughout the course, students will develop a range of professional skills, including critical thinking, problem-solving, teamwork, and effective communication. These competencies are crucial for successful career development in Business Process Management and related fields.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or			
b) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or			
c) term paper (approx. 15 to 20 pages)			
Language of assessment: German and/or English			
Assessment offered: Once a year, summer semester			
creditable for bonus			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted			

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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: no courses offered

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

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**Module appears in**

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



Module title		Abbreviation
<b>Advanced Seminar: Enterprise Systems</b>		12-M-ES-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of information systems and enterprise systems.</p> <p>Reading: will vary according to topic</p>		
Intended learning outcomes		
<p>After completing the course "Enterprise Systems", students will be able to</p> <ol style="list-style-type: none"> <li>1. understand the fundamentals of scientific literature reviews;</li> <li>2. integrate elaborated content in a scientific thesis;</li> <li>3. create presentations independently.</li> </ol>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English</p>		
Allocation of places		
<p>20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload		
300 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		
<p>Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018)</p>		
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Master's degree (1 major) China Business and Economics (2019)  
Master's degree (1 major) China Language and Economy (2019)  
Master's degree (1 major) Information Systems (2019)  
Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Economathematics (2021)  
Master's degree (1 major) Information Systems (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Economathematics (2022)  
exchange program Business Management and Economics (2022)

Module title		Abbreviation
Common European Labour Market		12-M-EW-161-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>Migration has become a key issue in the political and public debate all over the world. Thus, economists increasingly engaged in studying determinants and consequences of migration as it has a substantial impact on receiving and sending countries. This course offers an introduction to the key concepts of migration economics and will cover the following topics:</p> <ol style="list-style-type: none"> <li>1) Migration Decision and Forms of Migration</li> <li>2) Effects on Migration on Employment and Wages</li> <li>3) Effects of Migration on Attitudes and Political Economy</li> <li>4) Integration and Integration Policies</li> <li>5) Refugee Migration</li> <li>6) Impacts of Emigration</li> </ol> <p>At the end of the course students are familiar with the basic theoretical and empirical concepts in the area of economics of migration. A special focus will be on the understanding of the identification of causal effects and the ability to connect links between the different areas of analysis.</p> <p>The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the outlined topics (a reading list will be provided at the beginning of the semester). At the end of the semester, students will have the opportunity to present their term papers.</p>		
Intended learning outcomes		
Solid background in Microeconomics and Econometrics is required.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) + V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English		
Allocation of places		
20 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.		
Additional information		
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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>
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Applied Human Geography (2017)

Module title		Abbreviation
European Economic Statistics		12-M-EWS-161-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>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Subject and tasks of business and economic statistics</li> <li>2. The European system of national accounting</li> <li>3. The harmonised consumer price index</li> <li>4. Structural indicators</li> <li>5. Money and loans in the European monetary union</li> <li>6. Data bases of EuroStat</li> </ol>		
Intended learning outcomes		
Students acquire comprehension on the most important indicators and accounting systems of the European and German business and economic statistics. They will be able to use these reporting systems for different macroeconomic questions.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) + V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English</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		
<p>Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)</p>		

Module title		Abbreviation
Policy of Taxation		12-M-F1-161-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Reading: lecture notes provided by Chair.</p> <p>Contents:</p> <ol style="list-style-type: none"> <li>1. Fiscal harmonisation system in Germany</li> <li>2. Mechanics and problems of the VAT system</li> <li>3. Tax incidence analysis</li> <li>4. Income tax code</li> <li>5. Taxation of married couples and families</li> <li>6. Taxation and household decisions</li> </ol>		
Intended learning outcomes		
After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016)		
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Master's degree (1 major) International Economic Policy (2015)  
Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
Public Debt		12-M-F2-161-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>The module provides an introduction to some specific issues of public debt that are in the focus of the public and scientific debate.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Measurement of public debt</li> <li>2. Growth effects of public debt</li> <li>3. Intergenerational effects of public debt</li> <li>4. Public debt in open economies</li> <li>5. Neutrality of public debt</li> <li>6. Political economy of public debt</li> <li>7. Theory of sovereign debtors</li> </ol>		
Intended learning outcomes		
<p>After completing the course "National Debt" students are able to distinguish and discuss the most important measurement concepts and problems of public debt. They can discuss the growth and distributional consequences using simple equilibrium models of closed and open economies. They can evaluate the relevance of Ricardian neutrality and know the political economy explanations of rising debt levels and debt overhangs in specific countries.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p>		
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		
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Information Systems (2016)</p>		
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Master's degree (1 major) China Business and Economics (2016)  
Master's degree (1 major) International Economic Policy (2015)  
Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
<b>Social Insurance and the Welfare State</b>		12-M-F3-161-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Contents:</p> <ol style="list-style-type: none"> <li>1. Public intervention in insurance markets</li> <li>2. The insurance function of social security</li> <li>3. Social security and social morale</li> <li>4. The optimal health insurance contract</li> <li>5. Why do we need a public pension system?</li> <li>6. Funding vs pay-as-you-go financing of public pensions</li> </ol>		
Intended learning outcomes		
After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (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 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</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		
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p>		
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Master's degree (1 major) China Business and Economics (2016)  
Master's degree (1 major) International Economic Policy (2015)  
Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
Optimal Tax Theory		12-M-F4-161-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>The course will discuss the design of an optimal tax system. First, students will learn what criteria have to be met for a tax system to be optimal. Lectures will introduce key rules for taxing commodities as well as income and capital.</p> <p>Examining specific taxation issues such as eco-tax, family taxation and the taxation of international enterprises, students will then gain more in-depth insights into these rules.</p> <p>Reading: Lecture notes will be provided.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Optimal commodity taxation</li> <li>2. Optimal income taxation</li> <li>3. Optimal taxation of families</li> <li>4. International tax competition</li> </ol>		
Intended learning outcomes		
<p>After completing this module students have a basic understanding of what is meant with "optimal taxation". They are able to apply this concept to specific normative questions of tax policy in practice. Students also learn to prepare and present short papers, where they discuss specific normative policy issues in groups.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</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		
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p>		
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Module title		Abbreviation
<b>Analysis of Financial Market Data</b>		12-M-FMO-161-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>The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(I)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, CAPM is discussed and examined, in particular with regard to its empirical applicability.</p> <p>Syllabus:</p> <ol style="list-style-type: none"> <li>1. Information efficiency</li> <li>2. Random walk</li> <li>3. Theoretical market models</li> <li>4. Event studies</li> <li>5. Univariate modelling of time series data</li> <li>6. Models to explain volatility (ARCH and GARCH)</li> <li>7. Estimation of the capital asset pricing model</li> </ol> <p>Reading:</p> <p>Alexander, C.: A Guide to Financial Data Analysis, Wiley.</p> <p>Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press.</p> <p>Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirtschaftlichen Zeitreihen, Verlag V. Florentz.</p> <p>Hamilton, JD: Time Series Analysis, Princeton University Press.</p> <p>Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press.</p> <p>Taylor, S.: Modelling Financial Time Series, Wiley.</p>		
Intended learning outcomes		
Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistic programs such as R and critically analyze their economic importance. In addition, the students learn the independent handling of empirical capital market data and at the end of the course, they will have the ability to develop own functions and routines, for example for R.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (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 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		

<b>Allocation of places</b>
--
<b>Additional information</b>
--
<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>
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Management and Leadership in Organizations			12-MFO-161-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			
<b>Part I:</b> The complexity of the modern work environment and the constantly changing organisational structures of companies lead to a demand for young managers with a high diversity of expertise that are able to play their part in managing the organisational world. The lecture will provide students with an insight into the characteristics, tasks and instruments as well as the challenges of management in organisations and situations that are becoming ever more complex.  Outline of syllabus: <ul style="list-style-type: none"><li>• Introduction -- Power in the daily management routine</li><li>• Fundamentals of management in complex organisations</li><li>• Tasks and instruments of management</li><li>• Leadership in an intercultural context</li><li>• Assurance of employability</li><li>• Conclusion -- Management of supervisors and colleagues</li></ul> <b>Part II:</b> Today's world of work is characterised by continuous change in a global context. Mergers, integrations and acquisitions - these are key terms in this context. The majority of change processes does not have the desired effect or even fails. This is not least due to the fact that not enough attention is paid to the complexity of these processes and to employees. The support and integration of successful change processes is a central responsibility of managers as well as a complex and central task that requires sound preparation.  Outline of syllabus: <ul style="list-style-type: none"><li>• Introduction - typical change scenarios</li><li>• Psychological basics and concepts</li><li>• Approaches and control in change projects</li><li>• Measures and instruments of change management</li><li>• The role of management</li><li>• Conclusion - example of application acquisitions and cases</li></ul>			
Intended learning outcomes			
Part I: Course objectives: <ul style="list-style-type: none"><li>• Provide a widespread insight into the current status of theory and practice regarding management in complex organizations</li><li>• Introduction of essential tasks and instruments of managers and their apply to authentic cases.</li><li>• To illustrate and reflect the tensions of management in complex situations and international context</li></ul> Part II: Course objectives: <ul style="list-style-type: none"><li>• Provide a widespread insight into the current status of theory and practice regarding changes</li><li>• Introduction, suitability of daily use and critical reflection of essential concepts, models and methods</li><li>• Foster the understanding for the necessity, complexity of changes as well as their constraints and barriers.</li></ul>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2)			



<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)
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus
<b>Allocation of places</b>
--
<b>Additional information</b>
--
<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>
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
Global Logistics & Supply Chain Management		12-M-GLSC-161-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.		
Intended learning outcomes		
After completing this course students can (i) analyze and evaluate global production networks; (ii) develop and apply appropriate methods to plan production networks; (iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)		

Module title			Abbreviation
Global Value Management			12-M-GVM-161-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			
In this course, students will explore selected issues of procurement, production and logistics management.			
Intended learning outcomes			
In addition to the necessary expertise in the management of global value networks, in this seminar (inter-) disciplinary and social competences are taught, because these from procurement, production and logistics management at least partially independent capabilities provide a not important success factor of a successful (global and usually intercultural) cooperation to deal with the complex problems of the global value management.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively eLearning, S, WS			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 90 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered and in the subsequent semester creditable for bonus			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
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Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)

Module title			Abbreviation
Human Resource Management and Industrial Relations			12-M-HRM-161-mo1
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 the different actors in industrial relations.</p> <p>Syllabus</p> <p>Introduction: Human Resource Management &amp; Industrial Relationships</p> <p>Chapter 1: The employment contract [formal model]</p> <p>Chapter 2: Motivation [formal model]</p> <p>Chapter 3: Employee resistance against reorganisations [empirical study]</p> <p>Chapter 4: The role of works councils [formal model]</p> <p>Chapter 5: Works councils and the employer wage structure [empirical study]</p> <p>Chapter 6: The behaviour of labour unions [formal model]</p> <p>Chapter 7: Learning process of employers [formal model and empirical study]</p> <p>Chapter 8: Demographic challenges of HRM [formal model and empirical study]</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)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English			
Allocation of places			
20 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.			
Additional information			
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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>
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Applied Human Geography (2017) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) exchange program Business Management and Economics (2022)

Module title		Abbreviation
<b>E-Business Strategies</b>		12-M-IBS-161-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>- Understand theoretical concepts of strategy development and implementation in the context of digital technologies.</li> <li>- Apply different frames of reference and understand their strengths and weaknesses in the context of practical application.</li> <li>- Transfer the concepts to real business situations</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
40 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.		
Additional information		
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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		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015)		
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Master's degree (1 major) International Economic Policy (2015)  
Master's degree (1 major) China Language and Economy (2016)



Module title			Abbreviation
International Marketing			12-M-IMM-161-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>Description:</p> <p>The module builds on the knowledge acquired during the Bachelor's degree programme or the <i>Grundstudium</i> (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter's diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"><li>1. Internationalisation of the economy and regional integration processes<ul style="list-style-type: none"><li>• Globalisation</li><li>• Competitiveness of countries, industries and companies in an international context</li></ul></li><li>2. International strategic marketing decisions<ul style="list-style-type: none"><li>• Market entry forms</li><li>• Market development strategies</li><li>• Timing strategies</li><li>• International organisation structures</li></ul></li><li>3. Theories and strategies of internationalisation<ul style="list-style-type: none"><li>• Foreign trade theory</li><li>• Multinational enterprise</li><li>• Internationalisation strategies</li></ul></li></ol> <p>Reading:</p> <p>Meffert, H. / Burmann C. / Becker, C.: Internationales Marketing-Management, Stuttgart etc. (most recent edition).</p> <p>Berndt, R. / Fantapié-Altobelli C. / Sander M.: Internationales Marketing-Management, Berlin etc. (most recent edition).</p>			
Intended learning outcomes			
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English			
Allocation of places			
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<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>
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022)

<b>Module title</b>			<b>Abbreviation</b>
<b>Strategic Managerial Accounting</b>			12-M-INST-161-m01
<b>Module coordinator</b>		<b>Module offered by</b>	
holder of the Chair of Business Management, Controlling and Accounting		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 focuses on accounting instruments, which are applied in the context of strategic management of enterprises. First, it addresses important drivers of strategic decisions from a microeconomic perspective, such as the emergence of cost and quality advantages in competition as well as scale and experience curve effects. Second, the module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle cost analysis, benchmarking and business wargaming are discussed with regard to their theoretical foundation and fields of application.			
<b>Intended learning outcomes</b>			
Initially, knowledge about fundamental requirements concerning instruments of decision-making and behavior control within enterprises is acquired. What is more, the module conveys obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.			
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
<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)			
written examination (approx. 60 minutes) Language of assessment: German and/or English			
<b>Allocation of places</b>			
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<b>Additional information</b>			
--			
<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>			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title		Abbreviation
Information systems research		12-M-ISR-161-mo1
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 course provides an overview of theoretical scientific foundations, theories, research topics and methods of international research in business informatics.		
Intended learning outcomes		
<p>The module provides students with knowledge of:</p> <ul style="list-style-type: none"> <li>(i) Exploration of classical themes of WI / IS research;</li> <li>(ii) Getting to know the relevant paradigms, theories and methods;</li> <li>(iii) Recognition of the interfaces to other areas of business administration and management practice;</li> <li>(iv) Gain experience in finding and evaluation of scientific literature.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or  b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)  Language of assessment: German and/or English  creditable for bonus</p>		
Allocation of places		
<p>40 places.  Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p>		
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		
<p>Master's degree (1 major) Economathematics (2016)  Master's degree (1 major) Business Information Systems (2016)  Master's degree (1 major) Business Management (2015)  Master's degree (1 major) China Business and Economics (2016)  Master's degree (1 major) International Economic Policy (2015)  Master's degree (1 major) China Language and Economy (2016)</p>		
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Module title		Abbreviation
<b>IT-Management</b>		12-M-ITM-161-mo1
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		
<p>Content:</p> <p>This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Organisation and distinction</li> <li>2. IT strategy</li> <li>3. IT organisation</li> <li>4. Management of IT systems</li> <li>5. Enterprise Architecture Management</li> <li>6. IT project management</li> <li>7. IT security</li> <li>8. IT law</li> <li>9. IT controlling</li> </ol> <p>Reading:</p> <ul style="list-style-type: none"> <li>• Hofmann/Schmidt: Masterkurs IT-Management, Wiesbaden.</li> <li>• Tiemeyer: Handbuch IT-Management, Munich.</li> <li>• Hanschke: Strategisches Management der IT-Landschaft, Munich.</li> </ul>		
Intended learning outcomes		
<p>After completing the course "IT Management", students will be able to</p> <ol style="list-style-type: none"> <li>1. overview the different aspects to be considered regarding a purposeful IT management;</li> <li>2. understand and apply appropriate methods and tools;</li> <li>3. independently perform system search and selection in a team project (only after participation in the practice lessons).</li> </ol>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
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>
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022)

Module title		Abbreviation
International Trade and the Multinational Firm		12-M-ITMF-161-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><u>Content</u></p> <p>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><u>Outline</u></p> <p>I Ricardian Trade Theory</p> <p>II Heckscher-Ohlin Trade Theory</p> <p>III New Trade Theory: Intra-Industry Trade, Increasing Returns to Scale, Imperfect Competition</p> <p>IV Firm Heterogeneity, Trade and FDI</p> <p>V The Multinational Firm</p> <p><u>Literature:</u></p> <p>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.</p> <p>Feenstra, R.C. (2016). Advanced International Trade. Theory and Evidence. Princeton University Press, Second Edition</p> <p>Caves, R., R.W. Jones and J.A. Frankel (2007). World Trade and Payments. Addison Wesley</p> <p>Bhagwati, J., A. Panagariya and T. N. Srinivasan (1998). Lectures on International Trade. Second Edition. MIT Press</p> <p>Gandolfo, G. (1998). International Trade Theory and Policy. Springer-Verlag, Berlin and New York</p> <p>Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995). International Trade. McGrawHill</p> <p>Barba Navaretti, G. and A.J. Venables (2004). Multinational Firms in the World Economy. Princeton University Press</p>		
Intended learning outcomes		
<p>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.</p>		
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<b>Courses</b> (type, number of weekly contact hours, language — if other than German)
Ü (2) + V (2)
<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 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English
<b>Allocation of places</b>
--
<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>
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)



Module title		Abbreviation
<b>Coordination, Budgeting and Incentives in Companies</b>		12-M-KOBO-161-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	--
<b>Contents</b>		
This module focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.		
<b>Intended learning outcomes</b>		
This module aims to provide knowledge in the context of behavioral control in enterprises. Knowledge about requirements on instruments used for behavioral control are discussed and competences for deployment, structure and development of coordination tools are provided.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<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)		
written examination (approx. 60 minutes) Language of assessment: German and/or English		
<b>Allocation of places</b>		
--		
<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>		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)		

Module title			Abbreviation
Industrial Management 2			12-M-LA-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.			
Intended learning outcomes			
Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively eLearning, S, WS			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and written elaboration (approx. 15 to 20 pages); weighted 1:1 or c) term paper (approx. 30 to 40 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016)			
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Master's degree (1 major) China Business and Economics (2016)  
Master's degree (1 major) International Economic Policy (2015)  
Master's degree (1 major) China Language and Economy (2016)

<b>Module title</b>		<b>Abbreviation</b>
<b>Seminar: Logistics &amp; Supply Chain Management</b>		12-M-LSCM-161-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>
10	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
Quantitative planning approaches are particularly valuable for designing logistics systems and supply chains. They support decision makers in taking important strategic, tactical, and operational decisions by providing well-founded and relevant information. Many of these decisions have significant impact on the competitiveness of companies because they considerably influence today's as well as tomorrow's costs and revenues. The adoption of quantitative planning methods has been strongly supported by the development of information and communication systems: Advanced tools are available at low costs, versatile methods to model and solve planning problems have been integrated in standard software, the user friendliness has improved, and last but not least: the access to necessary data has substantially progressed (i.e. through ERP systems).		
<b>Intended learning outcomes</b>		
The main objective of this seminar is to familiarize participants with diverse quantitative planning problems and potential solutions. Planning procedures are applied to solve real problems in companies. Participants in this seminar learn about actual planning problems in Logistics and Supply Chain Management; they analyze and understand how companies address these problems.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<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)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
<b>Allocation of places</b>		
20 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.		
<b>Additional information</b>		
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<b>Workload</b>		
300 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>		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015)		
Master's with 1 major International Economic Policy (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 165 / 292

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

Module title		Abbreviation
<b>Managerial Analytics &amp; Decision Making</b>		12-M-MADM-161-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	--
<b>Contents</b>		
The course "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.		
<b>Intended learning outcomes</b>		
After completing this course students can (i) better understand and structure problems; (ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making; (iii) implement advanced analytical methods to support decision making under risk.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<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 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: German and/or 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>		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)		

Module title		Abbreviation
<b>Seminar: Macroeconomics and Quantitative Economic Research</b>		12-M-MEW-161-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
This course will provide students with a more in-depth understanding of specific problems of macroeconomics and quantitative economic research. A current list of topics, from which students may select one, is available on my website.		
<b>Intended learning outcomes</b>		
After the seminar, students can (i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work; (ii) create, present and defend a scientific paper; (iii) deal with the working papers of other participants; (iv) prepare better for the processing of the master's thesis.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<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)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
<b>Allocation of places</b>		
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
300 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>		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)		
Master's with 1 major International Economic Policy (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 168 / 292

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



Module title		Abbreviation
<b>Advanced Macroeconomics</b>		12-M-MFF-161-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><u>Content</u></p> <p>The course covers long-run aspects of macroeconomics. We start with a review of the facts of long-run growth and a review of the Solow-growth model. The lecture then focuses on the infinite-horizon Ramsey-Cass-Koopmans model, on endogenous growth theory and it puts the roles of human capital and institutions under scrutiny. Applications of this framework involving urban and regional growth, resources and the environment will be taken up, time permitting.</p> <p><u>Outline</u></p> <p>I Facts and the Solow Growth Model</p> <p>II Infinite-Horizon Ramsey-Cass-Koopmans model</p> <p>III Endogenous Growth</p> <p>IV Human Capital, Social Infrastructure and Beyond</p> <p>V Applications (Urban and regional growth; Growth, resources and the environment)</p> <p><u>Literature:</u></p> <p>The course draws strongly on the textbook:</p> <p>David Romer, Advanced Macroeconomics, 4<sup>th</sup> edition, McGraw-Hill Irwin.</p> <p>We will use journal articles and research papers at several parts of the lecture.</p>		
Intended learning outcomes		
Students acquire a working knowledge of the key models and analytical tools of advanced macroeconomics. This enables them to identify the key forces that determine the determinants of income levels and growth rates of incomes, to make informed policy analysis and statements and to critically evaluate current controversies and developments as well as to conduct their own research.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English		
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>
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
<b>Microeconometrics</b>		12-M-MIK-161-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>The course teaches basics, methods and concepts for the analysis of individual data. The scaling of observed data is adequately addressed. The maximum likelihood method, which is important for this type of data, is explained in detail.</p> <p>Outline</p> <ol style="list-style-type: none"> <li>1. What is microeconometrics?</li> <li>2. Models for qualitatively dependent variables</li> <li>3. Models for limited dependent variables</li> <li>4. Time-dependent models</li> </ol> <p>References</p> <ol style="list-style-type: none"> <li>1. Greene, W. H.: Econometric Analysis, Philip Alan.</li> <li>2. Ronning, G.: Microeconometrics, Springer Verlag.</li> <li>3. Verbeek, M.: Modern Econometrics, Wiley.</li> <li>4. Winkelmann, R., Boes, S.: Analysis of Microdata, Springer Verlag.</li> </ol>		
Intended learning outcomes		
Students have significant knowledge of the maximum likelihood method and the most important models for qualitatively and limited dependent variables. They can autonomously perform estimations with statistic programs such as R and interpret the results meaningfully.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>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		
Master's degree (1 major) Econometrics (2016)		
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Master's degree (1 major) Business Management (2015)  
Master's degree (1 major) China Business and Economics (2016)  
Master's degree (1 major) International Economic Policy (2015)  
Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Brand Management & Market Research			12-M-MM-161-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>Description:</p> <p>At the beginning of the 21st century, marketing - until then interpreted as a market-oriented corporate management approach - was further developed to be seen as the entrepreneurial task of creating "shared value" for the organisation on the one hand and - broadly speaking - for society on the other hand. This idea leads to high requirements regarding the strategic sustainable positioning of the brand as well as brand management itself.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"><li>1. Brand leadership and brand assessment</li><li>2. Brand leadership, identity and relevance according to David Aaker's approach</li><li>3. Brand strategies</li><li>4. Consumer behaviour</li><li>5. Market research methods and the development of brand strategies</li><li>6. Market research methods</li></ol>			
Intended learning outcomes			
Based on the theories of Meffert and Aaker, students will gain a profound understanding for brand leadership, which will be deepened by many practical implications and examples. Provided by cases studies and market research tools, it's the defined goal of this lecture to convey an in-depth knowledge for consumer behavior and sustainable brand management.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English			
Allocation of places			
--			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 174 / 292

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

Module title			Abbreviation
Strategic Networks in Industry			12-M-MS-161-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>The primary object of this course is to gain a detailed understanding of strategic networks and of the phenomenon of clustering in the industrial industry. The example of the international automotive industry is used for clarification of the theoretical contents.</p> <p>The focus is on marketing in industrial companies and also on CSR - CSR is considered the "driver" of sustainable innovations - as well as the different strategy types of sustainable innovations.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"><li>1. Strategic networks and clusters in industrial industries such as the automotive industry</li><li>2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and suppliers</li><li>3. Management of business types, in particular the business of suppliers in the automotive industry</li><li>4. Cluster and entrepreneurship activities</li><li>5. Sustainable innovation strategies</li></ol>			
Intended learning outcomes			
By the end of the course, students gain a profound understanding above the basics of network research. Furthermore students will acquire sectoral knowledge of the automotive industry as well as detailed cluster skills.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 176 / 292

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



Module title			Abbreviation
Advanced Seminar: Marketing Strategy			12-M-MSS-161-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)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work with the help of relevant topics in the fields of strategic marketing and strategic management.			
Reading: will vary according to topic			
Intended learning outcomes			
After completing the course "Marketing Strategie", students will be able to 1. understand the fundamentals of scientific literature reviews; 2. integrate elaborated content in a scientific thesis; 3. create presentations independently.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English			
Allocation of places			
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 178 / 292

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

Module title		Abbreviation
<b>Mobile and Ubiquitous Systems</b>		12-M-MUS-161-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module provides an overview of technologies and business applications of mobile & ubiquitous computing. Concepts and applications are illustrated using numerous examples from mobile telecommunications to the Internet of Things. In the accompanying exercise, corresponding case study texts are analysed and discussed.		
Intended learning outcomes		
<ul style="list-style-type: none"> <li>- Understand the technological basics of mobile &amp; ubiquitous computing.</li> <li>- Analysing business applications in processes, products/services and business models</li> <li>- Apply the concepts learned to real-life problems in a business context</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) + V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019)		
Master's with 1 major International Economic Policy (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 180 / 292

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

Module title		Abbreviation
Computational Economics - Advanced Level		12-M-NGM-161-mo1
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Programming with FORTRAN and application of numerical methods</li> <li>2. Solution techniques for dynamic programming problems</li> <li>3. Policy analysis with stochastic growth and life cycle models</li> </ol> <p>Reading:</p> <p>Lecture notes will be provided.</p>		
Intended learning outcomes		
<p>After completing the course "Advanced Computational Economics" students will be able to</p> <ul style="list-style-type: none"> <li>(i) edit and solve stochastic economic problems using advanced numerical techniques;</li> <li>(ii) implement small scale economic models on the computer;</li> <li>(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</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		
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p>		
Master's with 1 major International Economic Policy (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 182 / 292

Master's degree (1 major) China Business and Economics (2016)  
Master's degree (1 major) International Economic Policy (2015)  
Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
<b>Econometrics 1</b>		12-M-OE1-161-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)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>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: each semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
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<b>Module appears in</b>
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)



Module title		Abbreviation
<b>Econometrics 2</b>		12-M-OE2-161-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)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or 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: summer semester		

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

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**Module appears in**

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

Module title		Abbreviation
<b>Econometrics 3</b>		12-M-OE3-161-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 advanced econometric methods and concepts based on the classical and the generalized least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalized method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in uni- and multivariate econometric time series analysis, including (non)stationarity, integration and cointegration. Linear algebra is used as formal aid.</p> <p>Syllabus:</p> <ol style="list-style-type: none"> <li>1. Error-in-variables</li> <li>2. IV estimation</li> <li>3. Generalized least squares estimation</li> <li>4. Distributed lag models</li> <li>5. Stationary uni- and multivariate processes</li> <li>6. Deterministic and stochastic trends</li> <li>7. Integrated and cointegrated processes</li> </ol>		
Intended learning outcomes		
<p>The students acquire thorough understanding of advanced methods and concepts in econometrics. They get familiarized with diverse error-in-variables issues and will be capable of handling them appropriately. After the course, students understand the generalized method of moments (GMM) and the instrumental variable (IV) estimator to the extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness and address their theoretical and practical benefits and shortcomings.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
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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>
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Labor Market Economics			12-M-OEA-161-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>This course provides an overview of the field of modern labor economics. The course will cover the following topics:</p> <ol style="list-style-type: none"><li>1. Labor supply</li><li>2. Labor demand</li><li>3. Human capital formation</li><li>4. Compensating wage differentials</li><li>5. Discrimination</li></ol> <p>The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the outlined topics. Students are expected to read the scientific articles in advance and will be asked to discuss them in small groups during class. In addition, a discussion of the articles will help illustrating how established scholars approach the core questions in modern labor economics and giving students an understanding of high quality empirical research.</p> <p>The main reference for the lecture is Cahuc and Zylberberg. (2004): "Labor Economics", 1st edition, Massachusetts Institute of Technology. In addition, we will discuss well-published economic articles related to the single topics discussed in class.</p>			
Intended learning outcomes			
The aim of this course is to acquaint students with classical as well as modern topics in labor economics and to encourage the development of research interest in this field. As such, the course's objective is to familiarize students with both the core theoretical models of labor economics as well as the main econometric methods used to provide empirical evidence.			
Courses (type, number of weekly contact hours, language — if other than German)			
Ü (2) + V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</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

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

Module title		Abbreviation
<b>Principles of European Regulation</b>		12-M-PRE-161-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>Description:</p> <p>This module examines the regulation of traditional network industries (railroads, electricity, telecommunications) in Europe: theory and practice</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Overview of the regulation of railroads in Germany and Europe in practice</li> <li>2. Overview of the regulation of the electricity industry in Germany and Europe in practice</li> <li>3. Overview of the regulation of the telecommunications industry in Germany and Europe in practice</li> <li>4. Political economy of regulation</li> <li>5. Natural monopoly and price regulation under ideal conditions</li> <li>6. Price regulation under realistic circumstances</li> <li>7. Procurement: advantages and disadvantages</li> <li>8. Network access regulation</li> </ol>		
Intended learning outcomes		
<p>After successfully completing this module, students will be able to</p> <p>(i) describe central problems in regulation of the traditional network industries;</p> <p>(ii) identify and apply the appropriate results from Industrial Organization;</p> <p>(iii) assess the advantages and disadvantages of existing regulatory mechanisms by using results from the industrial organization theory.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>		
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**

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



Module title			Abbreviation
Project Management and Control			12-M-PROM-161-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and control within enterprises. Both classic and agile approaches to project management are considered. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of control and management of projects in various project phases. The theoretical basis as well as potential applications of these instruments are discussed.			
Intended learning outcomes			
Initially, knowledge about fundamental requirements concerning instruments of project management and control is acquired. What is more, the module conveys knowledge about strengths and weaknesses and therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and control as well as skills within the practical use are obtained..			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English			
Allocation of places			
--			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title			Abbreviation
Project in Economic Policy			12-M-PS-161-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			
The course provides students with an insight into the processes involved in journalistic media production and re-production for classic and digital media. Students become familiar with the technical basics as well as the practice of creating print, audio and video formats.			
Intended learning outcomes			
Students will become familiar with the technical basics and practice of creating print, audio and video formats. The journalistic workflow will be explained and practised.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
presentation (approx. 30 minutes) and written elaboration (10 to 15 pages) Language of assessment: German and/or English			
Allocation of places			
20 places. The number of places is restricted to a maximum of 20, a maximum of 12 of which will be allocated to students of the Master's degree subject International Economic Policy or Economics and a maximum of 8 of which will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Students of the Master's degree subject International Economic Policy or Economics who have selected Wirtschaftsjournalismus (Economic Journalism) as their specialisation or focus will be given preferential consideration. If and when places remain untaken, these may be allocated to students of the Master's degree programme Business Management. Should the number of applications exceed the number of available places, places will be allocated as follows: 1. Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. 2. Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. 3. A waiting list will be maintained and places re-allocated by lot as they become available. 4. Should the number of places set aside for students of the Master's degree subject International Economic Policy or Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). 5. Should the number of places available for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a lottery procedure), the remaining places will be allocated to students of the Master's degree subject International Economic Policy or Economics.			
Additional information			
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Workload			
150 h			
Teaching cycle			
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>
Master's degree (1 major) International Economic Policy (2015)

Module title			Abbreviation
Accounting and Capital Markets			12-M-REKA-161-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, typical issues concerning cost and managerial accounting as well as financial accounting and publicity are discussed.			
Intended learning outcomes			
Initially, a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title		Abbreviation
<b>Advanced Seminar: Entrepreneurship and Management</b>		12-M-SAS-161-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Students develop seminar papers on varying topics in the domain of entrepreneurship, strategy, and innovation and present the key insights from their work.		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Enable students to position their research</li> <li>• Enable students to critically review a substantial body of literature in short time</li> <li>• Enable students to develop a sound theoretical framework</li> <li>• Enable students to create a research paper fully meeting academic standards</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>• Differentiate their research from previous work</li> <li>• Adopt theoretical perspectives to understand complex phenomena</li> <li>• Engage in comprehensive academic reasoning</li> <li>• Articulate abstract and complex phenomena and relationships in written and oral form</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (approx. 20 pages) and presentation (approx. 15 to 30 minutes), weighted 2:1</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: Once a year, winter semester</p>		
Allocation of places		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 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		
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Information Systems (2016)</p>		
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Master's degree (1 major) China Business and Economics (2016)  
Master's degree (1 major) International Economic Policy (2015)  
Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
<b>Advanced Seminar: Banking</b>		12-M-SBL-161-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
This seminar deals with current topics in investment and finance. Students are required to independently analyze a selected topic and to write a seminar thesis. Moreover, they are required to present, discuss and defend their thesis. The seminar may be largely literature based or empirical or may be based on independent work with formal models.		
<b>Intended learning outcomes</b>		
Students will gain in-depth knowledge in recent application areas of investment and finance. They are able to transport their knowledge in a written seminar thesis, and to present and defend it in a final talk.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<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)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
<b>Allocation of places</b>		
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
300 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>		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)		

Module title			Abbreviation
Industrial Management 1			12-M-SBM-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Industrial Management		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 addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.			
Intended learning outcomes			
Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively eLearning, S, WS			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (approx. 15 to 20 pages); (weighted 1:1) or c) term paper (approx. 30 to 40 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016)			
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Module title		Abbreviation
<b>Seminar: Supply Chain Competition</b>		12-M-SCC-161-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)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester		
Allocation of places		
12 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.		
Additional information		
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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		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)		
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Master's degree (1 major) China Language and Economy (2019)  
Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Econometrics (2021)  
Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (2022)  
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Supply Network Information Management			12-M-SCIM-161-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			
Since mass production on the assembly line with continuous deliveries (supply chain) revolutionised the procurement process in the 19th century, the usage of information processing has made more flexible operations possible and the demand of customers for individualised products has made more flexible operations necessary. It has become possible to adopt a much more differentiated and sophisticated approach to the electronic supply chain and the planning of the same so that the challenge we are facing today is designing procurement networks (supply networks) that also take into account the delivery sequence for all deterministically procured parts of all suppliers. This module will discuss these conceptual fundamentals of supply management and, in particular, how the managing of procurement activities can be supported by information processing. The module will look at how well ERP systems can support these activities, how new hardware and software technologies can be used to accelerate the currently time-consuming procurement processes and how formerly isolated information systems of individual firms can be integrated into a network of supply management.			
Intended learning outcomes			
Students will earn an overall understanding of the complex structure of supply relationships for individual products and their dependencies for a variety of products. Student will also be trained to recognize (from the perspective of the parties involved into the production process) opportunities and to make decisions in these regards. These relations will be of crucial importance for all production-oriented managers because only a solid understanding of these relationships will help to be successful in the marketplace.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 205 / 292

Master's degree (1 major) China Business and Economics (2016)  
Master's degree (1 major) International Economic Policy (2015)  
Master's degree (1 major) China Language and Economy (2016)

Module title			Abbreviation
Seminar: Applied Decision Theory			12-M-SCT-161-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			
This module covers varying classical or recent topics from microeconomics, usually with a focus on decision theory, contract theory or behavioral economics. As a solid understanding of the corresponding basics will be helpful, the course is intended in particular for advanced students who completed the classes “Ökonomische Grundlagen des Risikomanagements/Ökonomische Theorie des Risikos” and “Informationsökonomik”.			
Intended learning outcomes			
After completing the course students will have gathered experience in (i) reading and understanding theoretical or experimental research articles, (ii) critically analyzing and discussing the results of research articles, (iii) relating the results of different research articles to each other, (iv) conveying their insights both verbally and in writing in accordance with common scientific standards.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester			
Allocation of places			
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title		Abbreviation
<b>Strategic Decisions and Competition</b>		12-M-SDC-161-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> <p>The course will be taught in English.</p>		
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<b>Courses</b> (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
<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) term paper (approx. 15 to 20 pages) Language of assessment: German and/or 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>
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>
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)



Module title		Abbreviation
<b>Seminar: E-Business Strategies</b>		12-M-SEBS-161-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of web-based platforms (electronic markets, Web 2.0 etc.) and strategic management of a company.		
Intended learning outcomes		
<ul style="list-style-type: none"> <li>- Academic literature review</li> <li>- Integration of developed results in scientific papers</li> <li>- Creating presentations and talks</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester		
Allocation of places		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 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		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021)		
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Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Econometrics (2021)  
Master's degree (1 major) Information Systems (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (2022)  
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Selected Topics of European Integration			12-M-SEL-161-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		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 students with a more in-depth understanding of specific problems of macroeconomics and current economic policy.			
Intended learning outcomes			
After the seminar, students can (i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work; (ii) create, present and defend a scientific paper; (iii) deal with the working papers of other participants; (iv) prepare beter for the processing of the master's thesis.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, summer semester			
Allocation of places			
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019)			

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

Module title			Abbreviation
Advanced Seminar: Financial Accounting and Auditing			12-M-SER-161-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)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module provides students with more in-depth insights into current problems of external accounting and auditing, usually using scientific primary literature in English or German language.			
Intended learning outcomes			
After completion of the module, participants have (i) consolidated the learned issues and possibly applied additional techniques of scientific work; (ii) created and defended a qualifying level relevant scientific work; (iii) conducted a scientific examination of the work results of other seminar participants; (iv) the ability to present and develop solution-oriented their own performance adequately considering communicative aspects.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) + S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
300 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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	
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Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Econometrics (2021)  
exchange program Business Management and Economics (2022)

Module title		Abbreviation
<b>Advanced Seminar: Industrial Management</b>		12-M-SI-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In the seminar, students will write seminar papers on selected topics in the field of industrial management. The central issues and findings of these papers will have to be presented in class.		
Intended learning outcomes		
The students have acquired in-depth knowledge in key application areas of industrial management and learned by taking care of the seminar to deepen their knowledge for making scientific work, to research literature necessary, to filter, to evaluate, to critically analyze and to ask each other. On this basis, and, where appropriate, with introduction of own scientifically based further developments, the participants will learn to prepare a written contribution to the topic of Industrial Management, which complies with the principles of scientific work. Through the lecture, students learn to present selected content of their housework in a suitable form and a pre-determined time frame and to defend the findings in the course of a critical, scientific discussion.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes); (weighted 2:1) or b) term paper (approx. 15 to 20 pages) and presentation (approx. 45 minutes); (weighted 1:1) Language of assessment: German and/or English		
Allocation of places		
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)		
Master's with 1 major International Economic Policy (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 216 / 292

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



Module title			Abbreviation
Seminar: International Economics			12-M-SIÖ-161-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	--	
Contents			
<p>Content:</p> <p>Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]</p> <p>Literature:</p> <p>Peer-reviewed articles and/or monographs.</p>			
Intended learning outcomes			
Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 pages) and presentation (approx. 40 minutes) with position paper (1 page), weighted 3:1 Language of assessment: German and/or English			
Allocation of places			
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 218 / 292

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

Module title		Abbreviation
<b>Advanced Seminar: Industrial Organization</b>		12-M-SIO-161-mo1
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
This course covers selected advanced topics from the field of industrial economics. Students, with the help of their advisor, will choose a topic and formulate a research question. Then they are expected to conduct research and write a paper on this research question. At the end of the semester the students will present their findings orally to an audience.		
<b>Intended learning outcomes</b>		
After completing the course "Seminar: Industrieökonomik", students will be able to 1. perform a survey of the scientific literature on a given topic; 2. critically assess the economic models and their findings in the literature; 3. describe the economic mechanisms underlying important economic observations; 4. suggest future research directions; 5. present their findings to an audience.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<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)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
<b>Allocation of places</b>		
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
--		
<b>Workload</b>		
300 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>		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019)		
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Master's degree (1 major) China Language and Economy (2019)  
Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Econometrics (2021)  
Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (2022)  
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Strategic Marketing			12-M-SM-161-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>Description:</p> <p>The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.</p> <p>Content:</p> <p>Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"><li>1. Competitive dynamics requires strategy and leadership</li><li>2. Marketing strategies, stakeholder management and entrepreneurship</li><li>3. Objectives and tasks of corporate governance in management practice</li><li>4. Competitive forces, strategies and benefits according to Michael Porter</li><li>5. Growth strategies and marketing myths</li><li>6. Future technologies, new businesses and dynamic capabilities</li><li>7. Nature and principles of responsible management</li></ol> <p>Reading:</p> <p>Barnard, CI (1938): The Functions of the Executive, Harvard University Press, Cambridge, Massachusetts.</p> <p>Eschenbach, R.; Eschenbach, S.; Kunesch, H. (2008): Strategische Konzepte: Management-Ansätze von Ansoff bis Ulrich, 5th ed., Schäffer-Poeschel Stuttgart.</p> <p>Freeman, RE (2010): Strategic Management: A Stakeholder Approach, Cambridge University Press.</p> <p>Grant, R. M.; Nippa, M. (2006): Strategisches Management: Analyse, Entwicklung und Implementierung von Unternehmensstrategien, 5th ed., Pearson Munich.</p> <p>Hinterhuber, H. H. (2011): Strategische Unternehmensführung -- I. Strategisches Denken, 8th ed., Erich Schmidt Verlag, Berlin.</p> <p>Hungenberg, H. (2012): Strategisches Management in Unternehmen: Ziele -- Prozesse -- Verfahren, 7th ed., Gabler, Wiesbaden.</p> <p>Johnson, G.; Scholes, K.; Whittington, R. (2009): Fundamentals of Strategy, 1st ed., Financial Times and Prentice Hall Harlow.</p> <p>Kotler, P.; Berger, R.; Bickhoff, N. (2010): The Quintessence of Strategic Management, Springer, Heidelberg.</p> <p>Laasch, O.; Conaway RN (2014): The Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics, Cengage Stamford.</p> <p>Meffert, H.; Burmann, C.; Kirchgeorg, M. (2012): Marketing -- Grundlagen marktorientierter Unternehmensführung, 11th ed., Gabler, Wiesbaden.</p> <p>Meyer, M. (1995): Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Gabler, Wiesbaden.</p> <p>Müller-Stewens, G.; Lechner, C. (2011): Strategisches Management -- Wie strategische Initiativen zum Wandel führen, 4th ed., Schäffer-Poeschel Stuttgart.</p> <p>Porter, M. (1999): Wettbewerb und Strategie, Econ Munich. (Original: Porter, M.: On Competition, Boston, 1998.)</p> <p>Porter, M. (2014): Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York. (Original: Porter, M.: Competitive Advantage, New York, 1985)</p>			

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

### Intended learning outcomes

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

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

V (2) + Ü (2)

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

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

### Allocation of places

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### Additional information

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### Workload

150 h

### Teaching cycle

Teaching cycle: after announcement

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

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### Module appears in

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

Module title		Abbreviation
<b>Strategic Management of Global Supply Chains</b>		12-M-SMGS-161-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 course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.		
Intended learning outcomes		
After completing this course students (i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and (ii) understand the effects of global value chains onto strategic company decisions.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus		
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		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)		

Module title		Abbreviation
<b>Advanced Seminar: Econometrics</b>		12-M-SOE-161-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
This module will take the form of a seminar and will cover advanced topics in econometrics. Students will be required to independently familiarise themselves with the respective topics and to present the results of their work both in a seminar paper and orally during a seminar session.		
<b>Intended learning outcomes</b>		
Students are able to analyze independently academic publications on their relevance for a given theme. They can present the results orally and in writing by conventional scientific standards.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<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)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
<b>Allocation of places</b>		
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
300 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>		
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)		



Module title		Abbreviation
<b>Economics of Tax Planning</b>		12-M-SP-161-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>A reading list in English is available on request.</p>		
Intended learning outcomes		
<p>This course enables students to</p> <ul style="list-style-type: none"> <li>(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;</li> <li>(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;</li> <li>(iii) read and discuss research and policy papers in the field of taxation.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<ul style="list-style-type: none"> <li>a) written examination (approx. 60 minutes) or</li> <li>b) term paper (approx. 15 pages) or</li> <li>c) oral examination of one candidate each (approx. 20 minutes)</li> </ul> <p>Language of assessment: German and/or 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: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p>		
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Master's degree (1 major) International Economic Policy (2018)  
 Master's degree (1 major) China Business and Economics (2019)  
 Master's degree (1 major) China Language and Economy (2019)  
 Master's degree (1 major) Information Systems (2019)  
 Master's degree (1 major) China Business and Economics (2021)  
 Master's degree (1 major) China Language and Economy (2021)  
 Master's degree (1 major) Econometrics (2021)  
 Master's degree (1 major) Information Systems (2022)  
 Master's degree (1 major) International Economic Policy (2022)  
 Master's degree (1 major) Management (2022)  
 Master's degree (1 major) Econometrics (2022)  
 exchange program Business Management and Economics (2022)

<b>Module title</b>		<b>Abbreviation</b>
<b>Industrial Management 3</b>		12-M-SPM-161-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Industrial Management		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>		
<p>This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts.</p> <p>Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.</p>		
<b>Intended learning outcomes</b>		
<p>After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Course type: alternatively eLearning, S, WS</p>		
<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)		
<p>a) written examination (approx. 40 to 60 minutes) or</p> <p>b) presentation (approx. 20 minutes) and term paper (approx. 15 to 20 pages); (weighted 1:1) or</p> <p>c) term paper (approx. 30 to 40 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
<b>Allocation of places</b>		
<p>20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
<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>		
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p>		
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Master's degree (1 major) China Business and Economics (2016)  
Master's degree (1 major) International Economic Policy (2015)  
Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
<b>Advanced Seminar: Topics in Personnel Economics and Organizational Theory</b>		12-M-SPO-161-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
Students will write a seminar paper on, deliver a talk on and discuss current issues in the field of human resources management and organisation.		
<b>Intended learning outcomes</b>		
The students learn to handle, write in own words, present, and discuss current research literature in the area human resource management and organisation.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<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)		
term paper (approx. 20 pages) and presentation with sub-presentation including discussion (approx. 50 minutes), weighted 1:1 Language of assessment: German and/or English		
<b>Allocation of places</b>		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
300 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>		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)		

Module title		Abbreviation
<b>Advanced Topics in Economic Policy</b>		12-M-SPÜ-161-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	--
<b>Contents</b>		
Sozialpolitische Übungen is from now on Experimental Economics		
<b>Intended learning outcomes</b>		
The discussion of current economic policy issues enables the students to gain a profound understanding of how economic and political markets function. Furthermore, autonomous use of research results in economic policy is fostered		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
Ü (2)		
<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 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English		
<b>Allocation of places</b>		
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<b>Additional information</b>		
--		
<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>		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)		

Module title			Abbreviation
Advanced Seminar: Selected Problems in Analytical Tax Research			12-M-SSL-161-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)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In this seminar, current problems of tax research will be analysed. Usually, students will read and discuss research papers in German and/or English language. Although the seminar will be held in German, individual seminar papers may be written and discussed in English if a participant prefers this to German.			
Intended learning outcomes			
After the seminar, students are able <ul style="list-style-type: none"><li>• to analyze a complex issue in taxation using research methods,</li><li>• to identify problems and to suggest solutions,</li><li>• to formulate and to defend their analysis and suggested solutions.</li></ul>			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English			
Allocation of places			
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
300 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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			

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



Module title			Abbreviation
Tax Accounting			12-M-STB-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module introduces the various methods of income recognition in the German Income Tax Code ( <i>Einkommensteuergesetz</i> , EStG). It discusses the main reporting and valuation provisions as well as the specific problems and techniques of income calculation for partnerships.			
Intended learning outcomes			
Students have in-depth knowledge of tax accounting of companies and are able to solve moderate to complex problems of tax accounting in particular of sole proprietorships and partnerships using legal source.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	
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Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Econometrics (2021)  
Master's degree (1 major) Information Systems (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (2022)  
exchange program Business Management and Economics (2022)

Module title		Abbreviation
<b>Advanced Seminar: Monetary policy</b>		12-M-SV1-161-m01
Module coordinator		Module offered by
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Gaining a more in-depth understanding of specific problems of macroeconomics and, in particular, monetary policy.</p> <p>Format of the module: seminar</p> <p>Prerequisites: Basic knowledge of macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.</p> <p>Usability: Master International Economic Policy</p> <p>Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the seminar</p> <p>ECTS and grading: 10 ECTS, Grading on a scale from 1-5 based on a seminar presentation and a seminar paper</p> <p>Frequency of the module: Each term</p> <p>Workload: 300 hours</p> <p>Duration: 1 Semester</p>		
Intended learning outcomes		
Students are able to independently investigate and classify scientific publications on their relevance to a given theme. In addition, they are able to present the results orally and in writing by conventional scientific standards.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
Allocation of places		
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
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**

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

Module title		Abbreviation
<b>Advanced Seminar: Public Finance</b>		12-M-SV5-161-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
Gaining a more in-depth understanding of specific problems discussed in lectures on public finance using scientific economic journal articles in German and English language.		
<b>Intended learning outcomes</b>		
After the seminar, students can (i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work; (ii) create, present and defend a scientific paper; (iii) deal with the working papers of other participants; (iv) prepare better for the processing of the master's thesis.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<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)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, summer semester		
<b>Allocation of places</b>		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
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<b>Workload</b>		
300 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>		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)		

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

Module title		Abbreviation
<b>Practical Seminar: Economic Journalism</b>		12-M-SWJ-161-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)
15	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Students will acquire an in-depth insight into the practical side of economics journalism. They must complete their placements at company or other institution at which they will have an opportunity to gain an in-depth knowledge of economics journalism. Students will be required to prepare a practical report on the placement module as well as to submit proof of regular attendance and participation. In addition, a certificate issued by the placement company is to be submitted.		
Intended learning outcomes		
The module strengthens practical competences and encourages work experiences. So it prepares for the career start in economics journalism.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
portfolio (approx. 40 pages) on observation visit, including work samples Language of assessment: German and/or English		
Allocation of places		
20 places. The number of places is restricted to a maximum of 20, a maximum of 12 of which will be allocated to students of the Master's degree subject International Economic Policy or Economics and a maximum of 8 of which will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Students of the Master's degree subject International Economic Policy or Economics who have selected Wirtschaftsjournalismus (Economic Journalism) as their specialisation or focus will be given preferential consideration. If and when places remain untaken, these may be allocated to students of the Master's degree programme Business Management. Should the number of applications exceed the number of available places, places will be allocated as follows: 1. Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. 2. Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. 3. A waiting list will be maintained and places re-allocated by lot as they become available. 4. Should the number of places set aside for students of the Master's degree subject International Economic Policy or Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). 5. Should the number of places available for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a lottery procedure), the remaining places will be allocated to students of the Master's degree subject International Economic Policy or Economics.		
Additional information		
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Workload		
300 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>
Master's degree (1 major) Business Management (2015)
Master's degree (1 major) International Economic Policy (2015)



Module title		Abbreviation
<b>Advanced Seminar: Economic Order and Social Policy</b>		12-M-SWOSP-161-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
<p>This seminar targets any students interested in acquiring the skills to conduct an empirical study to understand people's social behavior and social preferences. We will read and discuss scientific methodological papers that allow students to acquire the necessary empirical tools to conduct an empirical thesis.</p> <p>The recurring topic will be related to the origins of social cohesion and social preferences, the role of the family and the school in shaping children's social behavior and preferences.</p>		
<b>Intended learning outcomes</b>		
<p>This seminar is designed to acquire the skills to write a master thesis at the Chair of Labour Economics. It focuses on the acquisition of empirical tools - mostly related to experimental empirical tools - in order to understand the determinants of social behavior and preferences.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<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)		
<p>term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
<p>10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
<b>Additional information</b>		
--		
<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>		
<p>Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)</p>		

Module title			Abbreviation
Selected Topics in Analytical Tax Research			12-M-TBS-161-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 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)			
Method of assessment (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 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English 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)			
--			
Module appears in			
<p>Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)</p>			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	
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Master's degree (1 major) Management (2022)  
Master's degree (1 major) Management (2024)

Module title		Abbreviation
Master Thesis Economics		12-M-THV-161-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)
30	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
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.		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
No courses assigned to module		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
Master's thesis (approx. 60 to 80 pages) Registration on a continuous basis as agreed upon with supervisor. Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
Time to complete: 6 months		
Workload		
900 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		
Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) International Economic Policy (2018)		

Module title		Abbreviation
Theory of Industrial Organization 1		12-M-TI1-161-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>Theory of industrial organisation:</p> <ol style="list-style-type: none"> <li>Monopoly pricing <ul style="list-style-type: none"> <li>Nonlinear pricing and mechanism design</li> <li>Dynamic pricing: experience goods, durable goods</li> </ul> </li> <li>Oligopoly pricing <ul style="list-style-type: none"> <li>Static price and quantity competition in homogeneous and differentiated goods markets</li> <li>Comparative statics</li> <li>Equilibrium market structure</li> </ul> </li> <li>Dynamic competition in oligopoly markets <ul style="list-style-type: none"> <li>Subgame perfect equilibrium and models of dynamic competition</li> <li>Repeated games and collusion</li> </ul> </li> <li>Strategic behaviour by incumbent firms <ul style="list-style-type: none"> <li>Entry deterrence and predation</li> <li>Signalling and reputation</li> </ul> </li> <li>Behavioral Industrial Organization <ul style="list-style-type: none"> <li>Reference Dependent Preferences and Framing Effects</li> <li>Time inconsistent behavior</li> </ul> </li> </ol> <p>The course will be taught in English.</p>		
Intended learning outcomes		
<p>Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of an approach, summarize and comment on these papers and suggest possible extensions.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
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>
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
Theory of Industrial Organization 2		12-M-TI2-161-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>Description:</p> <p>This course discusses vertical contracts in supply chains and their impact on competition.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.)</li> <li>2. Contracts for service</li> <li>3. Common agency</li> <li>4. The delegation principle</li> <li>5. The commitment problem</li> <li>6. Interlocking relationships</li> <li>7. Foreclosure by vertical contracts or mergers</li> </ol>		
Intended learning outcomes		
<p>After completing the course students are able to</p> <ul style="list-style-type: none"> <li>(i) explain the results of theoretical industrial economics on vertical contracts;</li> <li>(ii) apply the involved methods to given simple examples on their own;</li> <li>(iii) recognize, in which real life situations (and how) the results can be applied;</li> <li>(iv) analyze the impact of certain vertical contracts on competition.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or</p> <p>b) term paper (approx. 15 to 20 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</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		
Master's degree (1 major) Economathematics (2016)		
Master's with 1 major International Economic Policy (2015)	JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 248 / 292

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



Module title			Abbreviation
Topics in Industrial Organization 1			12-M-TIO1-161-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			
In addition to being similar to the regular "Topics in Industrial Organization" course, this course can be used for bringing in credits from courses visited in other universities. These courses should be from an area that is related to industrial economics or game theory.			
Intended learning outcomes			
Due to the crediting of different modules, no competence description can be made.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title			Abbreviation
Topics in Industrial Organization 2			12-M-TIO2-161-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			
In addition to being similar to the regular "Topics in Industrial Organization" course, this course can be used for bringing in credits from courses visited in other universities. These courses should be from an area that is related to industrial economics or game theory.			
Intended learning outcomes			
Due to the crediting of different modules, no competence description can be made.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title			Abbreviation
Topics in Industrial Organization 3			12-M-TIO3-161-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			
In addition to being similar to the regular "Topics in Industrial Organization" course, this course can be used for bringing in credits from courses visited in other universities. These courses should be from an area that is related to industrial economics or game theory.			
Intended learning outcomes			
Due to the crediting of different modules, no competence description can be made.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title		Abbreviation
Trade Policy and the World Trading System		12-M-TP-161-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><u>Content</u></p> <p>The module starts out with a sketch of key facts and the evolution of the world trading system as well as current trade policy controversies. The main part of the lecture deals with trade policy instruments (e.g. tariffs and quotas) and arguments in favor of trade policy interventions (the terms of trade, strategic trade policy, infant industries, industrial policy, environmental policy). Political economy issues are also addressed.</p> <p><u>Outline</u></p> <ol style="list-style-type: none"> <li>1 The evolution of the world trading system and current issues</li> <li>2 Trade policy instruments and their effects under perfect competition</li> <li>3 The competition effect of trade opening</li> <li>4 Domestic distortions</li> <li>5 International market power and trade policy</li> <li>6 Political economy and the world trading system</li> </ol> <p><u>Literatur:</u></p> <p>The main text used is:</p> <p>Helpman, E. und P.R. Krugman (1989). Trade Policy and Market Structure. The MIT Press, Cambridge, Massachusetts.</p> <p>The following monographs cover the evolution of the world trading system and the evolution of ideas in trade policy making:</p> <p>Bhagwati, J. (2002). Free Trade Today, Princeton University Press</p> <p>Bhagwati, J. (2005). In Defense of Globalization. Oxford University Press</p> <p>Irwin, D. (2020). Free Trade Under Fire, Princeton University Press, 5th Edition (as well as former editions partially containing further material)</p> <p>Irwin, D. (1996). Against the Tide. An Intellectual History of Free Trade, Princeton University Press</p> <p>Basic refreshers are</p> <p>Krugman, P.R., M. Obstfeld und M. Melitz (2018), International Economics. Theory and Policy. Addison-Wesley, 11th Edition</p> <p>Caves, R., R.W. Jones und J.A. Frankel (2007), World Trade and Payments. An Introduction. Addison-Wesley, 10th Edition</p>		

This literature is complemented by papers from scholarly journals.

### Intended learning outcomes

Students acquire the ability to critically understand the effects and issues associated with the use of trade policy instruments. They are enabled to understand and evaluate the causes and consequences of interventions in international trade on the aggregate economy, producers and consumers, the foreign trading partners and the world trading system both analytically as well as in an intuitive manner. Students also acquire the scientific knowledge to grasp the factors determining the structure and dynamics of the world trading order.

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

Ü (2) + V (2)

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

a) written examination (approx. 60 to 120 minutes) or  
b) term paper (approx. 15 to 20 pages)  
Language of assessment: German and/or English

### Allocation of places

--

### Additional information

--

### Workload

150 h

### Teaching cycle

Teaching cycle: summer semester

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

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### Module appears in

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

Module title			Abbreviation
Seminar: Special Topics in Supply Chain Management			12-M-TSC-161-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)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, summer semester			
Allocation of places			
12 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.			
Additional information			
--			
Workload			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title		Abbreviation
Theory of Social Policy		12-M-TSP-161-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>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)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English		
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		
Master's degree (1 major) Economathematics (2016)		

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



Module title			Abbreviation
Financial Statement Analysis and Business Valuation			12-M-UA-161-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			
Fundamental investing involves valuation, and much of the information for valuation is contained in financial statements. This module provides 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. The module also provides the necessary tools to gain insights into what generates value in a corporation.			
Intended learning outcomes			
Students can understand publicly traded companies' financial statements (US GAAP/IFRS), identify value-relevant information in financial statements, and use this information for valuation. They know the relevant techniques to evaluate financial statements and understand the fundamental role of financial information in the valuation process. Students can apply valuation technics to real-world cases and recommend investment decisions.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 to 120 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
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Master's degree (1 major) Information Systems (2019)  
Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Econometrics (2021)  
Master's degree (1 major) Information Systems (2022)  
Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (2022)

Module title		Abbreviation
<b>Entrepreneurship and Management 1</b>		12-M-UGF1-161-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>		

<b>Courses</b> (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
<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 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (approx. 30 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English
<b>Allocation of places</b>
--
<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>
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
<b>Entrepreneurship and Management 2</b>		12-M-UGF2-161-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> <ol style="list-style-type: none"> <li>(1) Developing strategies in pursuit of competitive advantage</li> <li>(2) Corporate diversification</li> <li>(3) Vertical integration and outsourcing</li> <li>(4) Mergers &amp; acquisitions</li> <li>(5) Dynamic strategies</li> <li>(6) Cooperative strategies</li> <li>(7) Corporate spin-offs and spin-outs</li> <li>(8) Internationalization strategies (I)</li> <li>(9) Internationalization strategies (II)</li> <li>(10) Strategic change</li> <li>(11) Corporate strategies and new technologies</li> <li>(12) Corporate governance and corporate social responsibility</li> <li>(13) Corporate communication and crisis management</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 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>		
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<b>Courses</b> (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
<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 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (approx. 30 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English
<b>Allocation of places</b>
--
<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>
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)

Module title		Abbreviation
<b>Entrepreneurship and Management 3</b>		12-M-UGF3-161-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> <ol style="list-style-type: none"> <li>(1) Introduction</li> <li>(2) Digital business models</li> <li>(3) Identifying and exploiting opportunities for digital entrepreneurship</li> <li>(4) Strategies for creating competitive advantage in digital entrepreneurship</li> <li>(5) Digital marketing for entrepreneurs</li> <li>(6) Crowdfunding for entrepreneurs</li> <li>(7) Design thinking</li> <li>(8) Lean startup</li> <li>(9) Platform ecosystems and online communities</li> <li>(10) Digital strategy and digital transformation</li> <li>(11) The agile organization</li> <li>(12) Crowdsourcing</li> <li>(13) Cyberfraud</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 digital entrepreneurship and digital transformation</li> <li>• Explain theoretical concepts and mechanisms behind digital entrepreneurship and digital transformation</li> <li>• Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation</li> <li>• Enable students to evaluate the boundaries and risks of digital entrepreneurship and digital transformation</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 digital entrepreneurship and digital transformation for creating and sustaining competitive advantage</li> <li>• Create and evaluate concepts related to digital entrepreneurship and digital transformation</li> <li>• Make judgements about the organizational and managerial implications of digital entrepreneurship and digital transformation</li> </ul>		

<ul style="list-style-type: none"> <li>• Systematically choose between different routes of action</li> </ul>
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
<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 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (approx. 30 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English
<b>Allocation of places</b>
--
<b>Additional information</b>
--
<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>
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)



Module title			Abbreviation
Entrepreneurship and Management 4			12-M-UGF4-161-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			
Due to the crediting of different modules, no competence description can be made.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) oral examination of one candidate each (approx. 30 minutes) or</p> <p>c) presentation (approx. 30 minutes) and written elaboration (10 to 15 pages) or</p> <p>d) term paper (15 to 20 pages) or</p> <p>e) portfolio (maximum 20 pages)</p> <p>Language of assessment: German and/or English</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)			
--			
Module appears in			
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p>			

Module title		Abbreviation
<b>Managerial Practice Lectures</b>		12-M-VGP-202-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>In this lecture, we invite board members of publicly listed companies, SMEs and Startups to discuss contemporary challenges of corporate management.</p> <p>Students gain sustainable insights into current management practices, challenges of corporate management in various industries, and discuss pressing managerial issues with C-level executives. In individual and group assignments, students are required to connect management theories with the managerial challenges of the speakers.</p> <p>Managers of the different companies are required to address the following questions that will foster a detailed discussion at the end of each lecture:</p> <ul style="list-style-type: none"> <li>- What are the current challenges facing your company?</li> <li>- Which strategies do you employ to respond to these challenges?</li> <li>- How have leadership concepts and approaches changed in your company?</li> </ul>		
Intended learning outcomes		
<p>After participating in this module, students should be able to combine theoretical approaches with current challenges in management. The students obtain a realistic insight into a cross-section of the German economy. Through discussions reports and group presentations students' social skills are trained in addition to professional skills.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>portfolio (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p>		
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Master's degree (1 major) Management (2018)  
Master's degree (1 major) International Economic Policy (2018)  
Master's degree (1 major) Information Systems (2019)  
Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Information Systems (2022)  
Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)  
exchange program Business Management and Economics (2022)

Module title			Abbreviation
Global Retail Logistics			12-M-VHB-GRL-161-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>Every module consists of an interactive lecture and script. Additional material and exercises enhance the presented topics further. The course is supposed to provide the students with the following content concerning the global retail industry:</p> <p>Module 1: Overview In this introductory module the basic concepts of the course are defined and presented with practical examples. A distinction is made between consumer logistics and industrial goods. In addition, relevant statistics, key figures, and cost structures are presented, which are important for a further understanding of the course.</p> <p>Module 2: Characteristics &amp; basics The second module deals with the basics of retail logistics. The special features of trade logistics as well as the products and goods are explained. In addition, the "buyer" is identified as an essential component.</p> <p>Module 3: Trends &amp; challenges This module examines the current trends and challenges in retail logistics. The latest technical developments and their effects on logistics processes are explained.</p> <p>Module 4: Point of sale &amp; E-Commerce This module is divided into two parts. In the first part the module deals with the topic Point of Sale. For this purpose, the basics are explained and the most important facts, such as article surveillance and store layout, are examined in more detail. The second part is about e-commerce. Here, too, the basics and important topics are examined.</p> <p>Module 5: Interfaces In this module the topic of identification systems is considered. The globally applicable standards in the field of labelling are explained and the information flow of goods is considered.</p> <p>Module 6: Load units &amp; transport logistics This module describes the basics of transport logistics and load units. In addition to the general basics, the specific features of retail logistics are considered in particular.</p> <p>Module 7: Cross docking In this module, cross docking is considered as a special type of warehouse. The underlying concept is explained and differentiated from other storage types. In addition, the advantages and disadvantages of cross-docking are highlighted.</p> <p>Module 8: Warehousing &amp; distribution This module deals with different warehouse types. These are explained in more detail using various practical examples.</p> <p>Module 9: Food supply chain This module deals with the specifics of food logistics. The challenges are presented and the resulting characteristics in the logistics are explained.</p>			
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## Module 10: Sustainability

In the concluding module, students receive a theoretical introduction to the topic of sustainability before various approaches are presented on the basis of practical examples.

This course distinguishes itself through a high application orientation with a specific emphasis on retail logistics. The course is thereby focused predominantly on the operational area in retail logistics and thus offers a comprehensive introduction and enhancement in the area of global retail logistics.

We are especially glad to be able to present you exceptionally great lectures by representatives from different companies, which gives you the opportunity to put your newly gained knowledge in an entrepreneurial context.

### Intended learning outcomes

The following learning objectives are anticipated:

- You will be able to define the topic of retail logistics and describe its specific requirements.
- You will be able to report the retail industry specific peculiarities relating to the usage of logistics processes.
- You will be able to use the relevant methods of planning, controlling, and monitoring of logistics processes in the retail industry.
- You will be able to analyse various retail-specific characteristics in the use of logistics processes and assess their application in a practical context.
- You will be able to apply the most important principles of global retail logistics, to manage logistic processes while solving the questions of supply, distribution, transport, and storage of goods.
- You will be able to work creatively, generate new ideas, and solve problems regarding retail logistics in an international context, international interaction and cooperation, while accepting social and ethical responsibility.
- You will be able to manage, organise and discipline yourself, and plan your time independently.
- You will be able to demonstrate the ability to engage in critical thinking by analysing complex situations thus concluding and selecting viable solutions to solve problems.

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

V (2) + Ü (2)

Course type: online course Virtuelle Hochschule Bayern (vhb)

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

written examination (approx. 60 minutes)

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

### 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

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

Master's degree (1 major) International Economic Policy (2015)

Module title			Abbreviation
International Leadership			12-M-VHB-IL-161-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>Business today is volatile, uncertain, complex and ambiguous meaning leaders must face new challenges daily. To steer a business and its people through such an environment, strong and effective leadership is essential. This requires leaders to have a solid knowledge base and understanding of their role, responsibility and how to succeed.</p> <p>This course introduces leadership theory and practice and explores the proven model of Transformational Leadership. It also dives deeper to examine Transformational Leadership in the digital age and key aspects of communication to inspire, guide, and create trustful relationships.</p>			
Intended learning outcomes			
<p>Participants of this course will be able to</p> <ul style="list-style-type: none"><li>• understand why good leadership can make such a difference in today´s disruptive business world.</li><li>• learn from the evolution of leadership theories and principles.</li><li>• build a solid foundational knowledge of how to create an environment in which others can succeed.</li><li>• reflect upon their own behaviour with regards to the principles of Transformational Leadership.</li><li>• adapt the key elements of Transformational Leadership to lead in different business situations.</li><li>• use communication tools to build relationships and influence positively.</li></ul>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: online course Virtuelle Hochschule Bayern (vhb)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 180 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015)			
Master's with 1 major International Economic Policy (2015)		JMU Würzburg • generated 18-Apr-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2015	page 271 / 292

Module title			Abbreviation
Information and Enterprise Architecture Management			12-M-VHB-IU-161-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>The course "Information and Enterprise Architecture Management" deals with the targeted use of information technologies in companies and the networking of organizational strategies and goals with the possibilities of modern software systems. The course is therefore primarily aimed at students in degree programs with a commercial and/or information technology orientation. In modular sections, the course provides a comprehensive overview of the relevant aspects of this subject environment - for example, the development of an IT strategy, the fundamentals and methods of enterprise architecture management, and the legal framework. The knowledge acquired is tested and assessed (without influencing the final grade) at the end of each chapter using an interactive questionnaire. The course is assessed at the end of each semester on the basis of a 60-minute written exam.</p> <p>Chapter 1: Introduction Chapter 2: Strategic Design of Information and Enterprise Architectures Chapter 3: Organizational Anchoring Chapter 4: Enterprise Architecture Management (Overview) Chapter 5: Enterprise Architecture Management (Tools and Methods) Chapter 6: Quality Management for IT Solutions Chapter 7: Management of Architecture Projects Chapter 8: Security Management Chapter 9: Legal Requirements Chapter 10: IT Controlling</p>			
Intended learning outcomes			
After completing the module "Information and Enterprise Architecture Management", students will be able to present an overview of essential aspects of information technologies in the enterprise. This provides students with a general professional competence.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: online course Virtuelle Hochschule Bayern (vhb)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
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**

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

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

Master's degree (1 major) International Economic Policy (2015)



Module title			Abbreviation
Logistic concepts and processes			12-M-VHB-LAP-161-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>The term "logistics" is used very heterogeneously and suffers from an abundance of application variants and different definitions. Depending on the orientation, the global term "logistics" is also used for isolated subareas, such as:</p> <p>Industrial logistics distribution logistics physical demand fulfillment marketing logistics physical distribution</p> <p>The basic function of logistics is the combination of activities in the context of movement and storage processes to bridge space and time. The things to be moved and to be stored can be of highest different nature and include physical goods as well as information or persons. The individual and overall economic components of logistics are delimited by the pair of terms micro and macro logistics. Micro-logistics deals with the business-oriented processes of service production and utilization, while macro-logistics analyzes global macroeconomic or inter-firm processes.</p> <p>This course introduces the solution of operational tasks through structuring and process-related, logistical arrangement in connection with the use of appropriate procedures for the control of storage, transport and production processes. After the design of logistic process flows, the application of these methods is a decisive prerequisite for the ongoing situational adaptation of the processes to the changing framework conditions. The use of planning, optimization and simulation methods is an indispensable aid for the economically consistent design of logistical processes.</p>			
Intended learning outcomes			
After completing the module "Logistical Tasks and Processes", students will be able to present an overview of essential aspects of logistical process flows. Thus, a general professional competence is imparted to the students.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: online course Virtuelle Hochschule Bayern (vhb)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			

<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>
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015)

Module title			Abbreviation
Philosophy of Science and Ethics in Business Management and Economics			12-M-WEW-161-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	--	
Contents			
This module will take the form of a seminar. Participants will independently work on a problem in economic policy or will review an important publication on a topic in economics.			
Intended learning outcomes			
Students are able to present the status of a current project in a talk as well as to discuss and defend it.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English creditable for bonus			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)			

Module title			Abbreviation
Research and formats in crossmedia economics journalism 1			12-M-WJ1-161-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 focuses on the relationship of offer characteristics with benefit aspects for the end consumer and the business models on the part of the providers. Starting from the basics of editorial work and professional text management, the new forms of communication management in social networks are presented. The focus of the lecture is on the use of social media in campaigns (Facebook, Twitter, Instagram, Tiktok). There will also be exercises on various Web 2.0 applications (e.g. online social networks) and on the collection and interpretation of online market research data. However, crisis communication of companies will also be covered in particular opinion-makers on the web as well as protest culture on the web.</p>			
Intended learning outcomes			
<p>By participating in the module courses, students acquire job-specific skills in research and interviewing. Students are able to collect and organize information according to criteria of topicality and relevance. In addition, students are taught journalistic expertise so that they are able to recognize the forms of presentation of news, reports, and background reports with their media characteristics and communicative functions in different media genres and create them themselves. Students will be able to prototype and design a social media campaign, describe the editorial and technical approach including feedback, response, and customer engagement. In addition, students will be able to design counter-strategies for corporate communication crises.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>portfolio (approx. 20 hours): interview, news items, and background story (including record of research activities) in different types of media (possible formats: text, audio or video) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered</p>			
Allocation of places			
<p>20 places. The number of places is restricted to a maximum of 20, a maximum of 12 of which will be allocated to students of the Master's degree subject International Economic Policy or Economics and a maximum of 8 of which will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Students of the Master's degree subject International Economic Policy or Economics who have selected Wirtschaftsjournalismus (Economic Journalism) as their specialisation or focus will be given preferential consideration. If and when places remain untaken, these may be allocated to students of the Master's degree programme Business Management. Should the number of applications exceed the number of available places, places will be allocated as follows: 1. Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. 2. Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. 3. A waiting list will be maintained and places re-allocated by lot as they become available. 4. Should the number of places set aside for students of the Master's degree subject International Economic Policy or Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). 5. Should the number of places available for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social</p>			
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Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a lottery procedure), the remaining places will be allocated to students of the Master's degree subject International Economic Policy or Economics.

**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**

Master's degree (1 major) Business Management (2015)  
Master's degree (1 major) International Economic Policy (2015)  
Master's degree (1 major) Media Communication (2016)  
Master's degree (1 major) Media Communication (2018)

Module title			Abbreviation
Research and formats in crossmedia economics journalism 2			12-M-WJ2-161-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			
The lecture names introductory relevant communication models. Furthermore, the theoretical models of PR are discussed. The added value of communication for companies, business, politics, and science is explained. The discrepancy between journalism and PR is discussed, as well as the basic elements, instruments, goals, and forms of PR. The preparation and implementation of press meetings, conferences, campaigns, and events will be systematically explained, and the central aspects of corporate communications will be outlined. The exercise deals with the practical implementation of journalistic styles in the various media and provides an overview of the possibilities and concepts of PR work across different media and target groups			
Intended learning outcomes			
After participating in the module courses, students are able to understand and apply PR and its forms, elements as well as methods and in a holistic context. Students learn professional competencies in the field of (business) communication with regard to reflection, argumentation, and exchange as a PR consultant in different areas. In addition, students will be able to apply concrete PR instruments in practice and prepare them professionally.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) + S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
portfolio (approx. 20 hours): reportage, profile and (polemic) commentary (including record of research activities) in different types of media (possible formats: text, audio or video) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered			
Allocation of places			
20 places. The number of places is restricted to a maximum of 20, a maximum of 12 of which will be allocated to students of the Master's degree subject International Economic Policy or Economics and a maximum of 8 of which will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Students of the Master's degree subject International Economic Policy or Economics who have selected Wirtschaftsjournalismus (Economic Journalism) as their specialisation or focus will be given preferential consideration. If and when places remain untaken, these may be allocated to students of the Master's degree programme Business Management. Should the number of applications exceed the number of available places, places will be allocated as follows: 1. Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. 2. Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. 3. A waiting list will be maintained and places re-allocated by lot as they become available. 4. Should the number of places set aside for students of the Master's degree subject International Economic Policy or Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). 5. Should the number of places available for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a lottery procedure), the remaining places will be allocated to students of the Master's degree subject International Economic Policy or Economics.			

<b>Additional information</b>
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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>
Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018)



Module title			Abbreviation
National economic, monetary, financial, fiscal and competition policy in economics journalism			12-M-Wj3-161-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)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Economic journalism is often regarded as unwieldy, but the reporting usually revolves around content that many media users can relate to: The focus is on market developments and (economic) political conditions. How can these topics be presented in a way that is clear, easy to understand, and yet as precise as possible? What makes for good economic reporting? What research options and forms of presentation are available? Such questions will first be answered using examples from various media. Subsequently, the students will work on the main topic themselves. The seminar is thematically oriented towards current research projects/projects of the Chair of Business Journalism and Business Communication and can therefore vary thematically per semester.			
Intended learning outcomes			
Students learn the terminology, topics, and framework of economic journalism. After completing the seminar, they will have an overview of selected areas of application. They master the research and the different forms of presentation of economic journalism. The students learn scientific methods to break down complex economic topics in reporting. After completing the seminar, students are able to independently examine journalistic products in response to previously generated research questions and thus evaluate journalistic work. Therefore, students acquire subject as well as specific methodological competencies in this seminar.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered			
Allocation of places			
20 places. The number of places is restricted to a maximum of 20, a maximum of 12 of which will be allocated to students of the Master's degree subject International Economic Policy or Economics and a maximum of 8 of which will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Students of the Master's degree subject International Economic Policy or Economics who have selected Wirtschaftsjournalismus (Economic Journalism) as their specialisation or focus will be given preferential consideration. If and when places remain untaken, these may be allocated to students of the Master's degree programme Business Management. Should the number of applications exceed the number of available places, places will be allocated as follows: 1. Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. 2. Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. 3. A waiting list will be maintained and places re-allocated by lot as they become available. 4. Should the number of places set aside for students of the Master's degree subject International Economic Policy or Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). 5. Should the number of places available for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and			
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Social Studies (after a lottery procedure), the remaining places will be allocated to students of the Master's degree subject International Economic Policy or Economics.

**Additional information**

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**Workload**

300 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**

Master's degree (1 major) International Economic Policy (2015)

Module title			Abbreviation
European economic, monetary, financial, fiscal and competition policy in economics journalism			12-M-Wj4-161-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	--	
Contents			
In this seminar, students learn the basics of audiovisual forms of presentation (news, background report, reportage). They are first introduced to the use of cameras and editing. Students learn how to set news and stories in the picture and how to organize shoots. Television-specific journalistic basics such as the structure and design of a television report, organization, and handling of different filming situations, creating storyboards, copywriting, and speaking are learned.			
Intended learning outcomes			
Upon completion of the seminar, students will be able to apply editorial and technical knowledge and skills (including teamwork) to the production of television features.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (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 (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered			
Allocation of places			
20 places. The number of places is restricted to a maximum of 20, a maximum of 12 of which will be allocated to students of the Master's degree subject International Economic Policy or Economics and a maximum of 8 of which will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Students of the Master's degree subject International Economic Policy or Economics who have selected Wirtschaftsjournalismus (Economic Journalism) as their specialisation or focus will be given preferential consideration. If and when places remain untaken, these may be allocated to students of the Master's degree programme Business Management. Should the number of applications exceed the number of available places, places will be allocated as follows: 1. Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. 2. Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. 3. A waiting list will be maintained and places re-allocated by lot as they become available. 4. Should the number of places set aside for students of the Master's degree subject International Economic Policy or Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). 5. Should the number of places available for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a lottery procedure), the remaining places will be allocated to students of the Master's degree subject International Economic Policy or Economics.			
Additional information			
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<b>Workload</b>
300 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>
Master's degree (1 major) International Economic Policy (2015)

Module title		Abbreviation
European Competition Policy		12-M-WPE-161-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>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Legal environment, competition laws</li> <li>2. Market definition <ul style="list-style-type: none"> <li>• Qualitative methods</li> <li>• Simple quantitative methods</li> <li>• Hypothetical monopoly test</li> </ul> </li> <li>3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion</li> <li>4. Horizontal mergers and collusion <ul style="list-style-type: none"> <li>• Economic theory</li> <li>• Efficiency effects</li> <li>• Coordinated effects</li> </ul> </li> <li>5. Vertical relations and contracts <ul style="list-style-type: none"> <li>• Economic analysis of contracts</li> <li>• "More economic approach"</li> </ul> </li> <li>6. Abuse of dominant position <ul style="list-style-type: none"> <li>• Classification of abusive conduct</li> <li>• Economic analysis of abusive conduct and theory of harm</li> </ul> </li> </ol> <p>The course will be taught in English.</p>		
Intended learning outcomes		
<p>After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
<p>20 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.</p>		

<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>
Master's degree (1 major) Econometrics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Applied Human Geography (2017) Master's degree (1 major) Media Communication (2018) Master's degree (1 major) Media Communication (2019)

Module title			Abbreviation
Advanced Auditing			12-M-WPF-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module covers advanced accounting topics under IFRS (International Financial Reporting Standards). It also discusses current developments in IFRS accounting and systematically classifies the related issues. The aim is to apply existing knowledge to advanced accounting problems and to develop possible solutions. The main topics adapt to current developments in the field of financial accounting.			
Intended learning outcomes			
Students gain a deep understanding of advanced accounting issues under IFRS (International Financial Reporting Standards). They also have the in-depth knowledge necessary to solve new and advanced accounting problems.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 to 120 minutes) Language of assessment: German and/or English creditable for bonus			
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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)			
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exchange program Business Management and Economics (2022)

Module title			Abbreviation
Production of a cross-media economic journal			12-M-WPS-161-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	--	
Contents			
Online and cross-media journalism takes into account the current media convergence. This seminar focuses on the individual elements and phases of production for the website, Facebook, Instagram, Twitter, and Tiktok against the background of current trends and developments. In addition, the seminar covers current trends in journalism. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling), as well as technical developments.			
Intended learning outcomes			
After successful completion, students will be able to name the individual phases of online and cross-media journalism and carry them out on sample projects, explain and go through the individual production stages, use methods and tools for the individual steps.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (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 (research, reportage, profile or (polemic) commentary, approx. 5 minutes per item) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered			
Allocation of places			
20 places. The number of places is restricted to a maximum of 20, a maximum of 12 of which will be allocated to students of the Master's degree subject International Economic Policy or Economics and a maximum of 8 of which will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). Students of the Master's degree subject International Economic Policy or Economics who have selected Wirtschaftsjournalismus (Economic Journalism) as their specialisation or focus will be given preferential consideration. If and when places remain untaken, these may be allocated to students of the Master's degree programme Business Management. Should the number of applications exceed the number of available places, places will be allocated as follows: 1. Applicants will be ranked, in ascending order, according to the final grade of their first professional university degree in a related subject. 2. Places will be allocated according to this ranking. Among applicants with the same ranking, places will be allocated by lot. 3. A waiting list will be maintained and places re-allocated by lot as they become available. 4. Should the number of places set aside for students of the Master's degree subject International Economic Policy or Economics exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Medienkommunikation (Media Communication). 5. Should the number of places available for students of the Master's degree subject Medienkommunikation (Media Communication) exceed the number of applications from students of this subject, the remaining places will be allocated to students of the Master's degree subject Political and Social Studies. Should none or not all of these places be taken by students of the Master's degree subject Political and Social Studies (after a lottery procedure), the remaining places will be allocated to students of the Master's degree subject International Economic Policy or Economics.			
Additional information			
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<b>Workload</b>
300 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>
Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Media Communication (2016) Master's degree (1 major) Media Communication (2018)

Module title			Abbreviation
Economic and Business Ethics			12-M-WUE-161-mo1
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)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In this seminar, students will gain an overview of different ethical aspects in business and economy, e. g. leadership ethics, corruption, ethical theories, consumer ethics, CSR.			
Intended learning outcomes			
Using common scientific methods the student should be able to write a seminar paper dealing with a selected ethical problem in business and/or economy. He/she should be able to present a complex problem in a clear and understandable way and he/she should discuss the arguments with other participants in the class.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English			
Allocation of places			
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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Workload			
300 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			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)			
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Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (2022)  
exchange program Business Management and Economics (2022)