



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: 2024
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 selbstständigen 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)):

20-Mar-2024 (2024-28)

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

The subject is divided into

Abbreviation	Module title	ECTS credits	Method of grading	page
Compulsory Core Electives 1: Core (20 ECTS credits)				
12-M-MFF-242-m01	Advanced Macroeconomics	5	NUM	144
12-M-AM-182-m01	Advanced Microeconomics	5	NUM	18
12-M-OE1-242-m01	Econometrics 1	5	NUM	154
12-M-SDC-182-m01	Strategic Decisions and Competition	5	NUM	190
12-M-PEM-242-m01	Policy and Management Evaluation Methods	5	NUM	168
12-M-BC-211-m01	Business Cycles	5	NUM	54
Compulsory Core Electives 2: Core Electives (40 ECTS credits)				
12-M-MFF-242-m01	Advanced Macroeconomics	5	NUM	144
12-M-AM-182-m01	Advanced Microeconomics	5	NUM	18
12-M-OE1-242-m01	Econometrics 1	5	NUM	154
12-M-SDC-182-m01	Strategic Decisions and Competition	5	NUM	190
12-M-PEM-242-m01	Policy and Management Evaluation Methods	5	NUM	168
12-M-OE2-242-m01	Econometrics 2	5	NUM	156
12-M-OE3-242-m01	Econometrics 3	5	NUM	158
12-M-EIO-242-m01	Market Research and Demand Analysis	5	NUM	92
12-M-DMM-242-m01	DSGE Modelling	5	NUM	77
12-M-NGM-242-m01	Advanced Computational Economics	5	NUM	148
12-M-EG1-242-m01	Monetary Policy and the Financial System	5	NUM	89
12-M-ITMF-242-m01	International Trade and the Multinational Firm	5	NUM	133
12-M-EG-242-m01	Economic Geography	5	NUM	90
12-M-TI1-182-m01	Theory of Industrial Organization	5	NUM	216
12-M-WPE-192-m01	European Competition Policy	5	NUM	238
12-M-OEA-242-m01	Advanced Labour Economics	5	NUM	160
12-M-F4-182-m01	Optimal Tax Theory	5	NUM	109
12-M-EFP-222-m01	European Public Finance	5	NUM	87
12-M-CT-222-m01	Contract Theory	5	NUM	75
12-M-BEC-222-m01	Behavioral Economics	5	NUM	58
12-M-BUC-242-m01	Communication in Business and Economics	5	NUM	63
12-M-BC-211-m01	Business Cycles	5	NUM	54
12-M-PIEP1-182-m01	Project Module International Economic Policy I	10	NUM	170
12-M-PIEP2-182-m01	Project Module International Economic Policy II	10	NUM	171
12-M-OEDT-231-m01	Organizational Economics and Digital Transformation	5	NUM	162
12-M-TDS-242-m01	Applied Data Analysis and Machine Learning	5	NUM	210
12-M-TE-242-m01	Applied Data Science in Business and Economics	5	NUM	212
12-M-ETT-242-m01	Empirical International Trade	5	NUM	102
Compulsory Core Electives 3: Seminar (10 ECTS credits)				
12-M-SIO-242-m01	Advanced Seminar: Industrial Organization	10	NUM	193
12-M-SWOSP-242-m01	Advanced Seminar: Labour Economics	10	NUM	209
12-M-ATIÖ1-242-m01	International Economics 1	10	NUM	40
12-M-ATIÖ2-242-m01	International Economics 2	10	NUM	42
12-M-ATIÖ3-242-m01	International Economics 3	10	NUM	44

12-M-AMTÖ-242-m01	Seminar: International Economics	10	NUM	20
12-M-SV5-242-m01	Advanced Seminar: Public Finance	10	NUM	207
12-M-SOE-242-m01	Advanced Seminar: Econometrics	10	NUM	198
12-M-MEW-242-m01	Seminar: Macroeconomics and Quantitative Economic Research	10	NUM	142
12-M-ATC-242-m01	Seminar: Strategic Incentive Design	10	NUM	36
12-M-REM-242-m01	Research Seminar Economics	10	NUM	177
12-M-TEE-242-m01	Seminar: Topics in Economics and Ethics of Artificial Intelligence	10	NUM	213
12-M-RS-242-m01	Research Seminar in Applied Data Science	10	NUM	181
12-M-ICP-242-m01	Seminar: International Climate Policy	10	NUM	126
Compulsory Core Electives 4: Electives (20 ECTS credits)				
12-M-IMM-242-m01	Sales and Communications Management	5	NUM	128
12-M-SBM-242-m01	Industrial Management 1	5	NUM	184
12-M-SPM-242-m01	Industrial Management 3	5	NUM	202
12-M-SI-242-m01	Advanced Seminar: Industrial Management	10	NUM	192
12-M-UA-242-m01	Financial Analysis	5	NUM	224
12-M-WUE-242-m01	Economic and Business Ethics	10	NUM	242
12-M-CF1-242-m01	Discounted Cashflow	5	NUM	65
12-M-CF2-242-m01	Portfolio and Capital Market Theory	5	NUM	67
12-M-CF3-242-m01	Risk Management	5	NUM	69
12-M-CF4-242-m01	Selected Topics in Corporate Finance	5	NUM	71
12-M-CF5-242-m01	Risk measurement and risk valuation: Concepts and applications for banks	5	NUM	72
12-M-SBL-242-m01	Advanced Seminar: Corporate Finance	10	NUM	182
12-M-SP-242-m01	Tax Planning	5	NUM	200
12-M-AO-222-m01	Incentives in Organizations	5	NUM	22
12-M-HRM-242-m01	Human Resource Management and Industrial Relations	5	NUM	120
12-M-SPO-242-m01	Advanced Seminar: Topics in Personnel Economics and Organizational Theory	10	NUM	204
12-M-INST-242-m01	Strategic Managerial Accounting	5	NUM	130
12-M-KOBO-242-m01	Coordination, Budgeting and Incentives in Organizations	5	NUM	137
12-M-REKA-242-m01	Accounting and Capital Markets	5	NUM	175
12-M-CIU-242-m01	Change Management	5	NUM	73
12-M-AUAS-242-m01	Advanced Seminar: Managerial Accounting	10	NUM	50
12-M-AOLM-182-m01	Advanced Operations & Logistics Management	5	NUM	24
12-M-GLSC-182-m01	Global Logistics & Supply Chain Management	5	NUM	116
12-M-LSCM-242-m01	Seminar: Applied Analytics in Logistics & Supply Chain Management	10	NUM	138
12-M-SMGS-242-m01	Strategic Management of Global Supply Chains	5	NUM	196
12-M-SCC-242-m01	Seminar: Supply Chain Competition	5	NUM	188
12-M-EG1-242-m01	Monetary Policy and the Financial System	5	NUM	89
12-M-DMM-242-m01	DSGE Modelling	5	NUM	77
12-M-MEW-242-m01	Seminar: Macroeconomics and Quantitative Economic Research	10	NUM	142
12-M-EG-242-m01	Economic Geography	5	NUM	90

12-M-ITMF-242-m01	International Trade and the Multinational Firm	5	NUM	133
12-M-MFF-242-m01	Advanced Macroeconomics	5	NUM	144
12-M-TP-182-m01	Trade Policy and the World Trading System	5	NUM	222
12-M-EIO-242-m01	Market Research and Demand Analysis	5	NUM	92
12-M-SDC-182-m01	Strategic Decisions and Competition	5	NUM	190
12-M-ATIÖ1-242-m01	International Economics 1	10	NUM	40
12-M-ATIÖ2-242-m01	International Economics 2	10	NUM	42
12-M-ATIÖ3-242-m01	International Economics 3	10	NUM	44
12-M-AMTIÖ-242-m01	Seminar: International Economics	10	NUM	20
12-M-TI1-182-m01	Theory of Industrial Organization	5	NUM	216
12-M-WPE-192-m01	European Competition Policy	5	NUM	238
12-M-SIO-242-m01	Advanced Seminar: Industrial Organization	10	NUM	193
12-M-PEM-242-m01	Policy and Management Evaluation Methods	5	NUM	168
12-M-SWOSP-242-m01	Advanced Seminar: Labour Economics	10	NUM	209
12-M-EFP-222-m01	European Public Finance	5	NUM	87
12-M-F1-242-m01	Policy of Taxation	5	NUM	105
12-M-F3-242-m01	Social Insurance and the Welfare State	5	NUM	107
12-M-NGM-242-m01	Advanced Computational Economics	5	NUM	148
12-M-SV5-242-m01	Advanced Seminar: Public Finance	10	NUM	207
12-M-EWS-242-m01	European Economic Statistics	5	NUM	104
12-M-OE1-242-m01	Econometrics 1	5	NUM	154
12-M-OE2-242-m01	Econometrics 2	5	NUM	156
12-M-OE3-242-m01	Econometrics 3	5	NUM	158
12-M-FMO-242-m01	Analysis of Financial Market Data	5	NUM	112
12-M-SOE-242-m01	Advanced Seminar: Econometrics	10	NUM	198
12-M-AM-182-m01	Advanced Microeconomics	5	NUM	18
12-M-CT-222-m01	Contract Theory	5	NUM	75
12-M-BEC-222-m01	Behavioral Economics	5	NUM	58
12-M-TDS-242-m01	Applied Data Analysis and Machine Learning	5	NUM	210
12-M-ATC-242-m01	Seminar: Strategic Incentive Design	10	NUM	36
12-M-BUC-242-m01	Communication in Business and Economics	5	NUM	63
12-M-ECC-242-m01	Business Communication in Print, Online and Social Media	5	NUM	85
12-M-PCW-242-m01	Project Modul: Crossmedial Business Communication	10	NUM	166
12-M-PACW-242-m01	Project Modul: Audiovisual Business Communication	10	NUM	164
12-M-WPJ-242-m01	Project Modul: Journalism in Economic Policy	10	NUM	240
12-M-APW1-161-m01	Selected Topics in Business Management and Economics 1	5	NUM	28
12-M-APW2-161-m01	Selected Topics in Business Management and Economics 2	5	NUM	30
12-M-APW3-161-m01	Selected Topics in Business Management and Economics 3	5	NUM	32
12-M-APW4-161-m01	Selected Topics in Business Management and Economics 4	5	NUM	34
12-M-TIF1-182-m01	Topics in Information Systems 1	5	NUM	218
12-M-TIF2-182-m01	Topics in Information Systems 2	5	NUM	220
12-M-AWI1-242-m01	Selected Topics in Business Information Systems 1	5	NUM	52
12-M-AWI2-242-m01	Selected Topics in Business Information Systems 2	5	NUM	53
12-M-ATW1-161-m01	Topics in Business Information Systems 1	5	NUM	46
12-M-ATW2-161-m01	Topics in Business Information Systems 2	5	NUM	48

12-M-APS-242-mo1	Project: Selected Topics in Business Management and Economics I	10	NUM	27
12-M-APS2-242-mo1	Project: Selected Topics in Business Management and Economics II	10	NUM	26
12-M-IV-242-mo1	Information Processing within Organizations	5	NUM	135
12-M-EC1-242-mo1	E-Commerce	5	NUM	83
12-M-EPF-242-mo1	Empirical HR Research with Stata	5	NUM	94
12-M-VGP-242-mo1	Managerial Practice Lectures	5	NUM	234
12-M-ATDS-242-mo1	Topics in Data Science	5	NUM	38
02-N-P-W13a-221-mo1	European and German Competition Law I for Economists	5	NUM	10
02-N-P-W21a-221-mo1	European and German Competition Law II for Economists	5	NUM	11
12-M-TEE-242-mo1	Seminar: Topics in Economics and Ethics of Artificial Intelligence	10	NUM	213
12-M-UGF1-242-mo1	Corporate Entrepreneurship and Innovation	5	NUM	228
12-M-UGF2-182-mo1	Corporate Strategy	5	NUM	230
12-M-UGF3-242-mo1	Digital Entrepreneurship and Digital Transformation	5	NUM	232
12-M-GA-242-mo1	Group Accounting	5	NUM	114
12-M-F4-182-mo1	Optimal Tax Theory	5	NUM	109
12-M-OEA-242-mo1	Advanced Labour Economics	5	NUM	160
12-M-VS-242-mo1	Vertical Storytelling	10	NUM	236
12-M-OEDT-231-mo1	Organizational Economics and Digital Transformation	5	NUM	162
12-M-TE-242-mo1	Applied Data Science in Business and Economics	5	NUM	212
12-M-IBS-242-mo1	E-Business Strategies	5	NUM	124
12-M-MUS-242-mo1	Mobile and Ubiquitous Business	5	NUM	146
12-M-MA-242-mo1	Marketing Analytics	5	NUM	140
12-M-AFA-242-mo1	Advanced Financial Accounting	5	NUM	12
12-M-BI-242-mo1	Analytical Information Systems	5	NUM	60
12-M-DSS-242-mo1	Decision Support Systems	5	NUM	79
12-M-BC-211-mo1	Business Cycles	5	NUM	54
12-M-RS-242-mo1	Research Seminar in Applied Data Science	10	NUM	181
12-M-SC-242-mo1	Research in Management	5	NUM	186
12-M-NMA-242-mo1	Industrial Management 5	5	NUM	150
12-M-BE-242-mo1	Industrial Management 4	5	NUM	56
12-M-REM-242-mo1	Research Seminar Economics	10	NUM	177
12-M-EAI-242-mo1	Enterprise AI	5	NUM	81
12-M-SM-242-mo1	Marketing Research	5	NUM	194
12-M-PIPM-242-mo1	Product Innovation and Price Management	5	NUM	172
12-M-FER-242-mo1	Case Studies on Business Taxation	5	NUM	111
12-M-STB-242-mo1	Tax Accounting	5	NUM	206
12-M-RFW-242-mo1	Tax-Optimized Business Organization	5	NUM	179
12-M-PROM-242-mo1	Project Management and Control	5	NUM	174
12-M-UAAI-242-mo1	Enterprise AI and Urban Analytics	10	NUM	226
12-M-ES-242-mo1	Advanced Seminar: Enterprise Systems	10	NUM	98
12-M-BUA-242-mo1	Business Analytics	10	NUM	61
12-M-IB-242-mo1	International Taxation	5	NUM	122
12-M-AFW-242-mo1	Employment Law	5	NUM	14

12-M-IS-242-m01	Information Systems	5	NUM	132
12-M-NMB-221-m01	Industrial Management 6	5	NUM	152
12-M-ETT-242-m01	Empirical International Trade	5	NUM	102
12-M-ICP-242-m01	Seminar: International Climate Policy	10	NUM	126
12-M-ERP-242-m01	Business Software 2: Data-driven Business Process Management and Automation	5	NUM	96
12-M-GPU-242-m01	Business Software 1: Management and Implementation of Information Systems	5	NUM	118
12-M-ESE-242-m01	Entrepreneurship in Software-Ecosystems: Start & Scale Up, Venture Capital, Private Equity, EXIT	5	NUM	100
Thesis (30 ECTS credits)				
12-M-THV-222-m01	Master Thesis International Economics Policy	30	NUM	215

Module title			Abbreviation
European and German Competition Law I for Economists			02-N-P-W13a-221-m01
Module coordinator		Module offered by	
Dean of Studies Faculty of Law		Faculty of Law	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
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Intended learning outcomes			
--			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
presentation (approx. 15 minutes) with handout (1 to 2 pages) and written examination (approx. 120 minutes)			
Allocation of places			
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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) Management (2018)			
Master's degree (1 major) International Economic Policy (2018)			
Master's degree (1 major) Economathematics (2021)			
Master's degree (1 major) International Economic Policy (2022)			
Master's degree (1 major) Management (2022)			
Master's degree (1 major) Economathematics (2022)			
Master's degree (1 major) Management (2024)			
Master's degree (1 major) International Economic Policy (2024)			
Master's degree (1 major) Economathematics (2024)			
Master's degree (1 major) International Economic Policy (2025)			
Master's degree (1 major) Management (2025)			
Master's degree (1 major) Economathematics (2025)			

Module title			Abbreviation
European and German Competition Law II for Economists			02-N-P-W21a-221-m01
Module coordinator		Module offered by	
Dean of Studies Faculty of Law		Faculty of Law	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	--	--	
Contents			
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Intended learning outcomes			
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Courses (type, number of weekly contact hours, language — if other than German)			
V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
presentation (approx. 15 minutes) with handout (1 to 2 pages) and written examination (approx. 120 minutes)			
Allocation of places			
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Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2018)			
Master's degree (1 major) International Economic Policy (2018)			
Master's degree (1 major) Economathematics (2021)			
Master's degree (1 major) International Economic Policy (2022)			
Master's degree (1 major) Management (2022)			
Master's degree (1 major) Economathematics (2022)			
Master's degree (1 major) Management (2024)			
Master's degree (1 major) International Economic Policy (2024)			
Master's degree (1 major) Economathematics (2024)			
Master's degree (1 major) International Economic Policy (2025)			
Master's degree (1 major) Management (2025)			
Master's degree (1 major) Economathematics (2025)			

Module title			Abbreviation
Advanced Financial Accounting			12-M-AFA-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Transparent reporting of large corporations and multinational enterprises are challenging for modern accounting systems. This module addresses recent developments in financial and non-financial accounting, ensuring that students are up-to-date with the current accounting landscape. It is designed for students who have a basic understanding of financial or non-financial accounting and seek to explore complex accounting issues in greater depth. Topics can vary depending on the current issues in practice or research. Former topics include accounting for financial instruments, revenue recognition, or the latest developments in sustainability reporting. The module is taught through a combination of lectures, exercises, and practical case studies. Guest lectures from industry experts are incorporated to provide real-world insights into advanced accounting practices.			
Intended learning outcomes			
By the end of this module, students will be able to: <ul style="list-style-type: none">• Solve and analyze complex financial and non-financial accounting tasks.• Analyze and interpret reporting data to support decision-making in various business contexts.• Stay informed and adapt to evolving accounting standards and practices.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: English creditable for bonus			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025)			
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Master's degree (1 major) Management International (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Module title			Abbreviation
Employment Law			12-M-AFW-242-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
2 semester	graduate	--	
Contents			
Contents: employment and labour law and works constitution law incl. collective agreement law			
Employment and Labour law			
Legal sources of employment and labour law			
Definitions, employment and labour law, employees			
The employment contract			
<ul style="list-style-type: none">• Job application, permissible and impermissible questions in job interviews, consequences of lying, contesting the employment contract• General Equal Treatment Act, claims for damages by applicants• Conclusion of an employment contract, form, evidence under the Law of Proof of Substantial Conditions Applicable to the Employment Relationship• Contents of the employment contract, company practice, overall commitment, reservation of the right of voluntariness and revocation• General terms and conditions of business and control of terms and conditions of employment, invalid clauses and their consequences• Limitation of the term of the employment contract, fixed term employment contracts			
Rights and duties arising from the employment relationship			
<ul style="list-style-type: none">• Primary and secondary duties• Employer's right to issue instructions, permissible and impermissible instructions• Sickness, obligations to report and provide evidence under the Continued Remuneration Act• Secondary employment, prohibition of competition, duty of confidentiality, occupational health and safety• Granting of holiday leave• Continued payment of wages in the event of illness, restrictions			
Severe disability, special rights and protection against dismissal			
Working hours and the Working Hours Act			
The warning, formal and material requirements, consequences			
Termination of employment			
<ul style="list-style-type: none">• Termination agreement• Termination of employment• Formal requirements• Ordinary and extraordinary termination by the employer• Behavioral termination• Person-related (illness-related) dismissal• Dismissal for operational reasons			
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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)

Module taught in: German and/or English

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

[a] written examination (approx. 120 minutes) and b) talk (approx. 30 minutes), weighted 60:40] or

[a] written examination (approx. 120 minutes) and c) presentation (approx. 15 minutes) and d) written elaboration of presentation (approx. 10 pages), weighted 60:20:20]

Language of assessment: German and/or English

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

Allocation of places

25 places.

WA1:

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

Additional information

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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) Management (2024)

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

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

Master's degree (1 major) International Economic Policy (2025)

Master's degree (1 major) Management (2025)

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

Module title			Abbreviation
Advanced Microeconomics			12-M-AM-182-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">• Mas-Colell, Whinston and Green (1995): “Microeconomic Theory”• Jehle and Reny (2001): “Advanced Microeconomic Theory”			
Intended learning outcomes			
<p>After completing the course students will be able to</p> <ul style="list-style-type: none">• explain essential findings of microeconomic theory,• apply the involved methods to given stylized examples on their own,• recognize in which real life situations and how the results can be applied.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
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Module appears in

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

Module title		Abbreviation
Seminar: International Economics		12-M-AMTIÖ-242-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<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) 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)		
term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1) Language of assessment: English		
Allocation of places		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)		
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Master's degree (1 major) 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)
Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Incentives in Organizations			12-M-AO-222-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">1. Principal-agent theory2. Do top managers earn too much? (application)3. Performance-based payment4. Implementation of performance-based payment in companies (application)5. Seniority payment (with application)6. Financial incentives to work after retirement (with application)7. Wage bargaining (with application)8. Efficiency wages (with case study)9. Team incentives (with case study) <p>Literature</p> <p>Milgrom and Roberts (1992), Economics, Organisation and Management, London.</p> <p>Mishel and Sabadish (2013), CEO Pay in 2012 was extraordinarily high, EPI Issue Brief 367, Washington DC.</p> <p>Fabbri and Marin (2016), What Explains the Rise in CEO Pay in Germany? A Panel Data Analysis for 1977-2009, Scandinavian Journal of Economics 118(2),235-263.</p> <p>Lazear (2000), Performance Pay and Productivity, American Economic Review 90, 1346-1361.</p> <p>Lazear (1979), Why is there mandatory retirement? Journal of Political Economy 87, 1261-1284.</p> <p>Hutchens (1989), Seniority, Wages and Productivity: A Turbulent Decade, Journal of Economic Perspectives 3 (4), 49-64.</p> <p>Zwick (2011), Consequences of Seniority Wages on the Employment Structure, Industrial and Labor Relations Review 65(1), 108-125.</p> <p>Lorenz and Zwick (2021), Money also is sunny in a retiree's world-financial incentives and work after retirement, Journal for Labour Market Research, 55 (21).</p> <p>Bartolucci (2012), Credible Threats in a Wage Bargaining Model with on-the-job Search, Economic Letters, 117(3), 657-659.</p> <p>Lukesch and Zwick (2023) Do outside options drive wage inequalities in retained jobs? Evidence from a natural experiment, British Journal of Industrial Relations, published online, https://doi.org/10.1111/bjir.12771.</p> <p>Salop (1979), The model of the natural rate of unemployment, American Economic Review 69, 117–125.</p> <p>Becker and Stigler (1974), Law enforcement, Malfeasance, and the Compensation of Enforcers, Journal of Legal Studies III, 1-18.</p> <p>Garibaldi (2006), Personnel Economics in Imperfect Labour Markets, Oxford University Press, Chapter 13.</p> <p>Hjort (2014), Ethnic Divisions and Production in Firms, Quarterly Journal of Economics, 1899-1946.</p> <p>Kandel and Lazear (1992), Peer Pressure and Partnerships, Journal of Political Economy 100(4), 801-817.</p>			
Intended learning outcomes			
Students acquire a working knowledge of key incentive models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.			

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2) Module taught in: English
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
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) Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Management International (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
Advanced Operations & Logistics Management		12-M-AOLM-182-mo1
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies.		
Intended learning outcomes		
After completing this course students can (i) analyze and evaluate integrated production and logistics systems; (ii) develop and apply appropriate methods to plan complex production and logistics systems; (iii) evaluate the consequences of uncertainties in processes, and (iv) apply concepts and methods to plan uncertainties processes.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 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) 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 with 1 major International Economic Policy (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 24 / 243

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

Module title			Abbreviation
Project: Selected Topics in Business Management and Economics II			12-M-APS2-242-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">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <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) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 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 creditable for bonus			
Allocation of places			
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)			

Module title			Abbreviation
Project: Selected Topics in Business Management and Economics I			12-M-APS-242-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">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <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) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 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 creditable for bonus			
Allocation of places			
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)			

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">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <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) 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">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <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">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <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">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <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) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
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) 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)</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
Seminar: Strategic Incentive Design			12-M-ATC-242-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">• reading and understanding theoretical or experimental research articles,• critically analyzing and discussing the results of research articles,• relating the results of different research articles to each other,• 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) 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)			
term paper (20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: English			
Allocation of places			
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) Information Systems (2025)			
Master's with 1 major International Economic Policy (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 36 / 243

Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Topics in Data Science			12-M-ATDS-242-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In this course, students work on advanced data science projects. The course covers the entire data science workflow from data collection to data preparation to modeling, evaluation and deployment. By following a top-down teaching approach, students are enabled to apply complex machine learning models from the beginning.			
Intended learning outcomes			
As part of the course work, students will acquire knowledge and skills in the following areas: 1. Becoming familiar with the principles and frameworks in the research area of Data Science. 2. Apply machine learning and deep learning frameworks to structured and unstructured data 3. Design, implementation and evaluation of key algorithms within an end-to-end workflow in the field of Data Science 4. Application of Jupyter notebooks and their infrastructure (collection, storage, retrieval, and analysis of data) 5. Understanding of a data-driven & analytical approach to decision problems			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) portfolio (approx. 50 hours) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
Number of places: 35. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with 1.b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.			
Additional information			
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Workload
150 h
Teaching cycle
Teaching cycle: 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) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024)

Module title		Abbreviation
International Economics 1		12-M-ATIÖ1-242-mo1
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<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) 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)		
term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1) Language of assessment: English		
Allocation of places		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)		
Master's with 1 major International Economic Policy (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 40 / 243

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)
Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
International Economics 2		12-M-ATIÖ2-242-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p><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]</p> <p><u>Literature</u>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) 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)		
term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1) Language of assessment: English		
Allocation of places		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Information Systems (2025)		
Master's with 1 major International Economic Policy (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 42 / 243

Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
International Economics 3		12-M-ATIÖ3-242-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<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) 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)		
term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1) Language of assessment: English		
Allocation of places		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)		
Master's with 1 major International Economic Policy (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 44 / 243

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)
Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Topics in Business Information Systems 1			12-M-ATW1-161-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">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <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) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) 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			
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			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) 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) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) International Economic Policy (2024)

Module title			Abbreviation
Topics in Business Information Systems 2			12-M-ATW2-161-m01
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">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <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) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) 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			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) 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) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) International Economic Policy (2024)

Module title		Abbreviation
Advanced Seminar: Managerial Accounting		12-M-AUAS-242-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. Students independently analyze a selected topic and write a seminar thesis based on literature and/or own empirical work. They present, discuss, and defend their thesis.		
Intended learning outcomes		
<p>After completion of the seminar, students will be able to</p> <ul style="list-style-type: none"> • answer complex questions from the field of managerial accounting at a scientific level; • 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; • independently create presentations and lectures in which they present complex content in an understandable manner and effectively communicate it. 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (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 creditable for bonus		
Allocation of places		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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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) Management (2024)		
Master's with 1 major International Economic Policy (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 50 / 243

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

Module title			Abbreviation
Selected Topics in Business Information Systems 1			12-M-AWI1-242-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">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English 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) presentation (15 to 20 minutes) with term paper (approx. 20 pages), weighted 1:2 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			
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) 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)			
Master's with 1 major International Economic Policy (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 52 / 243

Module title			Abbreviation
Selected Topics in Business Information Systems 2			12-M-AWI2-242-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">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English 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) presentation (15 to 20 minutes) with term paper (approx. 20 pages), weighted 1:2 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			
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) 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)			
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Module title		Abbreviation
Business Cycles		12-M-BC-211-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		
This module is an introduction to dynamic macroeconomic models with microeconomic foundations with a focus on modern business cycle theories. The course is divided into several sections. Following an introduction to empirical facts on business cycles, the students are introduced to microeconomic foundations of macroeconomic models. Afterwards, the real business cycle model and the New Keynesian model and their connections are covered. Finally, the models are applied to current macroeconomic topics.		
Intended learning outcomes		
Students will acquire a basic understanding of modern business cycle theory. Students gain expertise on business cycle theory as well as on macroeconomic modeling. Having completed the module, students will be able to understand current business cycle development, apply business cycle models to analyze these and to develop appropriate policy measures.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
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 (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)		
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Master's degree (1 major) Econometrics (2022)
exchange program Business Management and Economics (2022)
Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Industrial Management 4		12-M-BE-242-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 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.		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (30 to 40 pages) or d) portfolio (approx. 50 hours) Language of assessment: German and/or English Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus		
Allocation of places		
Number of places: 20. WA: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.		

Additional information
Module can be taught in form of E Learning course or as a block.
Workload
150 h
Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024)

Module title		Abbreviation
Behavioral Economics		12-M-BEC-222-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Behavioral economics refers to the field of research which, inspired by numerous documented deviations from the rational behavior assumed in neoclassical analysis, tries to improve the psychological realism of the idea of man in economics by incorporating insights from psychology into traditional economic analysis. In this course, students will become familiar with several of the most influential behavioral-economic theories of individual and strategic decision-making, which allow to explain a plethora of empirically documented deviations from the neoclassical model. These include departures from the assumptions of selfishness, time consistency, as well as rationality and rational expectations. The discussed behavioral-economic theories usually contain the neoclassical standard model as a special case and, therefore, are to be considered as extensions of rather than alternatives to the neoclassical model. While this lecture focuses on theories of individual decision-making, we will explore the implications of these theories also in the context of market settings and economic games. All necessary ideas and concepts will be introduced and discussed throughout the course. Nevertheless, as behavioral economics represents an extension of the neoclassical model, a solid understanding of the latter will be helpful. Consequently, students who completed advanced classes in microeconomics or game theory will most likely benefit most from this course.</p> <p>While the exposition is primarily based on research articles, some topics of the lecture can be reviewed in the following textbooks:</p> <ul style="list-style-type: none"> • Dahmi (2016): "The Foundations of Behavioral Economic Analysis" • Angner (2012): "A Course in Behavioral Economics" • Wilkinson and Klaes (2012): "An Introduction to Behavioral Economics" • Wakker (2010): "Prospect Theory for Risk and Ambiguity" 		
Intended learning outcomes		
<p>After completing the course students will be able to</p> <ul style="list-style-type: none"> • explain essential findings of behavioral economic theory, • apply the involved methods to given stylized examples on their own, • recognize in which real-life situations and how the results can be applied. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload
150 h
Teaching cycle
Teaching cycle: 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) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024)

Module title		Abbreviation
Analytical Information Systems		12-M-BI-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course provides a comprehensive introduction to data management, statistical methods, and machine learning. The module covers topics such as SQL, data integration, streaming data, and various learning methods in artificial intelligence, including neural networks.		
Intended learning outcomes		
<ul style="list-style-type: none"> • Understand data management, including data entry, annotation, and manipulation. • Learn general statistical techniques for data inspection, exploration, and analysis. • Effectively use machine learning approaches to perform predictive analytics. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) 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) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Management International (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Economathematics (2025)		
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Module title		Abbreviation
Business Analytics		12-M-BUA-242-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"> • Scientific literature • Implementation of methods in code • Integration of developed results in scientific papers • Creating presentations and lectures 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English</p>		
Allocation of places		
<p>10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024)</p>		
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Master's degree (1 major) Econometrics (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)
Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
Communication in Business and Economics		12-M-BUC-242-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The lecture names introductory relevant communication models. Furthermore, the theoretical models of PR are discussed. The added value of communication for companies, business, politics, and science is explained. The discrepancy between journalism and PR is discussed, as well as the basic elements, instruments, goals, and forms of PR. The preparation and implementation of press meetings, conferences, campaigns, and events will be systematically explained, and the central aspects of corporate communications will be outlined. The exercise deals with the practical implementation of journalistic styles in the various media and provides an overview of the possibilities and concepts of PR work across different media and target groups.</p>		
Intended learning outcomes		
<p>After participating in the module courses, students are able to understand and apply PR and its forms, elements as well as methods and in a holistic context. Students learn professional competencies in the field of (business) communication with regard to reflection, argumentation, and exchange as a PR consultant in different areas. In addition, students will be able to apply concrete PR instruments in practice and prepare them professionally.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>written examination (approx. 60 minutes) Language of assessment: English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Management International (2025) Master's degree (1 major) China Business and Economics (2025)</p>		
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Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Discounted Cashflow		12-M-CF1-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The module covers discounted cash flow (DCF) methods under certainty as well as uncertainty in the context of the valuation of unlevered and levered companies. Furthermore, tax aspects as well as their influence on the company value are considered.</p> <p>Syllabus:</p> <ol style="list-style-type: none"> 1. Introduction 2. DCF Theory under certainty <ol style="list-style-type: none"> 1. NPV without taxes 2. NPV with personal taxes 3. NPV with corporate taxes 3. DCF Theory under uncertainty <ol style="list-style-type: none"> 1. DCF basics 2. Valuation of unlevered companies 3. Valuation of levered companies 4. Practice of DCF methods 		
Intended learning outcomes		
After completion of this module, the students will know a variety of discounted cashflow techniques and are able to apply properly them in order to evaluate projects or firms.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 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		
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Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Econometrics (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Portfolio and Capital Market Theory			12-M-CF2-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module conveys profound knowledge of individual portfolio choices and on this basis the most important capital market theory (namely capital asset pricing model) is introduced, including its assumptions, implications and extensions. Syllabus:</p> <p>1. Modern Portfolio Selection</p> <p> 1. 2 Asset-Case</p> <p> 2. Multiple-Asset-Case</p> <p> 3. Critique of Portfolio Theory</p> <p>2. Capital Asset Pricing Model</p> <p> 1. Assumptions and Derivation</p> <p> 2. Implications</p> <p>3. Empirical Aspects, Extensions and Alternatives</p>			
Intended learning outcomes			
<p>This module enables the students</p> <p>(i) to explain and to determine the optimal capital market position of an investor given the different investment opportunities and individual utility function;</p> <p>(ii) to understand and use the central CAPM propositions for valuating risky assets.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024)			
Master's degree (1 major) Management (2024)			
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Master's degree (1 major) Econometrics (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) Management International (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Risk Management			12-M-CF3-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module deals with the valuation and use of classical derivatives in financial markets. In particular, futures, swaps and options are considered as well as their possible applications in the context of financial risk management. In particular, students will be introduced to the theory involved in pricing options, as well as important valuation parameters. In addition, some established risk measures such as value-at-risk are discussed.</p> <p>1. Introduction 2. Futures & Forwards 3. Swaps 4. Options 5. Measures of risk</p>			
Intended learning outcomes			
<p>Upon completion of this module students will be able to,</p> <p>(i) independently determine the fair value of the derivatives discussed, as well as</p> <p>(ii) to understand and evaluate common capital market hedging strategies.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
<p>V (2) + Ü (2)</p> <p>Module taught in: German and/or English</p>			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 to 90 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			
--			
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>exchange program Business Management and Economics (2022)</p> <p>Master's degree (1 major) Management (2024)</p> <p>Master's degree (1 major) International Economic Policy (2024)</p> <p>Master's degree (1 major) Economathematics (2024)</p> <p>Master's degree (1 major) International Economic Policy (2025)</p>			
Master's with 1 major International Economic Policy (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 69 / 243

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

Module title		Abbreviation
Selected Topics in Corporate Finance		12-M-CF4-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module comprises selected topics in corporate finance. On the one hand we cover forward transactions and derivatives, including futures and options, as well as an outlook on other financial instruments such as swaps. The focus is on introduction, trading, valuation, and strategies for managing these instruments. On the other hand, legal foundations of risk management are discussed. Students will gain knowledge about important legal regulations and their significance for compliance in companies, especially in corporate, criminal, securities, anti-trust, and labor law.		
Intended learning outcomes		
Upon completion of the module, students will be able to understand and apply the functions and valuations of derivatives, assess the legal frameworks of risk management, and develop and analyze basic hedging strategies.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
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) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)		

Module title			Abbreviation
Risk measurement and risk valuation: Concepts and applications for banks			12-M-CF5-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The course augments the usual consideration of symmetric risk metrics by introducing metrics for downside risks and the concept of risk as a capital requirement. The focus for applications in banks lies in the treatment of risks with regard of supervisory regulations.			
Intended learning outcomes			
After completing the course “Risk measurement and risk valuation: Concepts and applications for banks” the students are able 1. to judge the appropriateness and problems of asymmetric risk measures, 2. to address essential risks in banks and to understand their handling by supervisory regulations as well as 3. to realize the concept of risk as a capital requirement being the systematic base for these aspects in the banking sector.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus			
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) Management (2024) Master's degree (1 major) International Economic Policy (2024)			

Module title		Abbreviation
Change Management		12-M-CIU-242-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		
<p>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.</p>		
Intended learning outcomes		
<p>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.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
<p>Number of places: 16. WA: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.</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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)

Module title		Abbreviation
Contract Theory		12-M-CT-222-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"> • explain essential findings of contract theory, • apply the involved methods to given stylized examples on their own, • interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information, • evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload
150 h
Teaching cycle
Teaching cycle: 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 (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
DSGE Modelling		12-M-DMM-242-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 provides an introduction to the modeling of Dynamic Stochastic General Equilibrium (DSGE) models. The course will carefully familiarize you with the basic concepts of modern business cycle theory. In particular, an introduction to macroeconomic modeling and estimation with Dynare will be given.</p> <p>Specifically, we will analyze how the representative household shapes its consumption planning, investment decisions and labor supply decisions. The second section focuses on the corporate sector. In particular, entrepreneurial action in the form of optimal production plans is analyzed. The third section analyzes the central bank and its tasks in the economic cycle. Here it is shown how central bank policy affects the behavior of households and companies.</p> <p>The work required to obtain ECTS points is typically done as part of an assignment that students complete during the semester.</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"> • Solving of intertemporal optimization problems (e.g., consumption Euler-equations). • Linearization methods (e.g., Taylor-expansions). • Solving linear difference expectations by minimum state variabel techniques (MSV-solution). • Basic time series concepts such as impulse response functions, variance decompositions. • Insights in MATLAB/ Dynare programming: specifying, solving and estimating DSGE models. <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) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus		
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) Management (2024)

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

Module title		Abbreviation
Decision Support Systems		12-M-DSS-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools (Python).		
Intended learning outcomes		
After successfully completing the course, students should be able to <ul style="list-style-type: none"> • Understand the structure of classic business decision problems • Isolate key elements from general problem descriptions and convert them to quantitative decision models • Solve different classes of optimization problems (linear, integer, non-linear, stochastic, dynamic) • Implement decision support systems 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Language of assessment: English creditable for bonus		
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) Management International (2024) Master's degree (1 major) Artificial Intelligence (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025)		

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

Module title			Abbreviation
Enterprise AI			12-M-EAI-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Introduction to Enterprise AI Business Requirements for AI Systems ML Ops I: Data Engineering ML Ops II: Obtaining Training Data ML Ops III: Data Preprocessing ML Ops IV: Feature Engineering ML Ops V: Modeling & Evaluation ML Ops VI: Deployment ML Ops VII: System Monitoring ML Ops VIII: Updating in Production Infrastructure and Tools Managing Machine Learning Teams			
Intended learning outcomes			
In this course, you will learn the fundamentals for developing, deploying and maintaining machine learning systems in companies (MLOps). This includes an understanding of the associated IT infrastructure as well as staffing and organizational forms for managing machine learning and data science teams. You will refine and test your skills by practicing the theoretical concepts during exercise sessions. This includes a team project, where you and your peers will develop and deploy your own machine learning system.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) or d) portfolio (approx. 50 hours) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
Number of places: 35. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with 1.b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.			
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c. Among applicants with the same average grade, places will be allocated by lot.
(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

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

Module title		Abbreviation
E-Commerce		12-M-EC1-242-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		
Number of places: 15. WA: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
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Workload		
150 h		

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024)

Module title		Abbreviation
Business Communication in Print, Online and Social Media		12-M-ECC-242-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>This module focuses on the relationship of offer characteristics with benefit aspects for the end consumer and the business models on the part of the providers. Starting from the basics of editorial work and professional text management, the new forms of communication management in social networks are presented. The focus of the lecture is on the use of social media in campaigns (Facebook, Twitter, Instagram, Tiktok). There will also be exercises on various Web 2.0 applications (e.g. online social networks) and on the collection and interpretation of online market research data. Crisis communication of companies will also be covered – in particular opinion-makers on the web as well as protest culture on the web.</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)		
<p>V (2) + Ü (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
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Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025) Master's degree (1 major) International Economic Policy (2025)</p>		
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Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Module title		Abbreviation
European Public Finance		12-M-EFP-222-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"> 1. The European Union: History and Institutions 2. The Budget of the European Union 3. Economic Analysis of the Brexit Process 4. Sovereign Debt, Financial Crisis and Fiscal Integration in the EMU 5. Tax Competition or Tax Coordination in Europe? 6. European Climate Policy: Emission Trading and Green Deal 		
Intended learning outcomes		
After completing the course students are introduced to the central public finance policy issues, institutions and rules of conduct in the EU. They are able to apply simple theoretical models to to discuss and analyze more specific policy problems.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus		
Allocation of places		
There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.		
Additional information		
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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) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Applied Human Geography (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
Monetary Policy and the Financial System		12-M-EG1-242-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		
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.		
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)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus		
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) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Management International (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)		

Module title		Abbreviation
Economic Geography		12-M-EG-242-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>Content</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"> Forces Shaping the Location of Economic Activity in Space Some Intellectual Background <p>III Urban and Regional Economics</p> <ul style="list-style-type: none"> The Spatial Structure of Cities City Systems <p>III New Economic Geography</p> <ul style="list-style-type: none"> From the New Trade Theory to the New Economic Geography Footloose Capital Model and Policy Applications Core Periphery Models and Policy Applications Empirics <p>Literature:</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> <p>Krugman, P.R., 1991, Geography and Trade, MIT Press</p>		
Intended learning outcomes		
Students acquire a knowledge of the forces which determine the allocation of economic activity in space and they learn to apply fundamental models of cities, city systems and of regional agglomerations to understand and analyze policy issues involving local, regional and international policy questions both analytically and in an economic intuitive way.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) or c) portfolio (approx. 50 hours)		
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Language of assessment: English
Assessment offered: In the semester in which the course is offered creditable for bonus
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
Market Research and Demand Analysis		12-M-EIO-242-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>Discrete choice models with individual data</p> <ul style="list-style-type: none"> • Maximum Likelihood Estimation • Multinomial Logit model • Extensions: Nested Logit and Mixed Logit <p>Discrete choice models with aggregate data</p> <ul style="list-style-type: none"> • Homogeneous goods • Heterogeneous goods • Endogeneity and instrumental variables estimation <p>Further applications</p> <ul style="list-style-type: none"> • Demand and Supply estimation • Inferring marginal costs • Using structural models for counterfactual policy analysis 		
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)		
<p>V (2) + Ü (2) Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		

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

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Module appears in

Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Econometrics (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
Empirical HR Research with Stata		12-M-EPF-242-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 HR Research with STATA") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA.</p> <p>Reading list to be provided in class.</p>		
Intended learning outcomes		
<p>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.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>Ü (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>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		
<p>Number of places: 12.</p> <p>WA:</p> <p>Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <p>(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.</p> <p>a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.</p> <p>b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.</p> <p>c. Among applicants with the same average grade, places will be allocated by lot.</p> <p>(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.</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

Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Econometrics (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Business Software 2: Data-driven Business Process Management and Automation			12-M-ERP-242-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			
<p>The course comprises four main parts:</p> <ul style="list-style-type: none">• Business Process Management• Modern Data Management• Process Mining• Process Automation <p>In addition to the lectures, students have the opportunity to engage with fundamental research papers on Business Process Management and gain practical experience by solving a case study based on real event logs.</p>			
Intended learning outcomes			
<p>The module "Business Software 2: Data-driven Business Process Management and Automation" aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">1. Understanding of Business Process Management: Upon completion of the course, students will be able to articulate the fundamental theories and practical methodologies of Business Process Management. This includes the ability to analyze, redesign, and implement improved business processes both manually and using automated tools.2. Application of Modern Data Management Techniques: Students will acquire competencies in modern data management practices that are essential for real-time decision-making in business contexts.3. Conducting Process Mining: Students will develop skills in process mining, enabling them to extract data from event logs and analyze this information to uncover inefficiencies and opportunities within business processes. They will learn to apply process mining tools and techniques to real datasets, interpret results, and propose actionable improvements.4. Implementation of Process Automation Solutions: The course equips students with the knowledge and skills to automate business processes using industry-standard automation software such as UiPath. Students will learn to identify suitable processes for automation, design automation workflows, and implement these systems to enhance operational efficiency.5. Engagement in Scientific Research and Practical Application: Students will expand their academic and practical understanding by engaging with fundamental research papers in the field of Business Process Management. They will also gain practical experience through case studies and hands-on projects, allowing them to effectively apply theoretical knowledge to solve real-world problems.6. Development of Professional Competencies: Throughout the course, students will develop a range of professional skills, including critical thinking, problem-solving, teamwork, and effective communication. These competencies are crucial for successful career development in Business Process Management and related fields.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>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> <p>c) term paper (15 to 20 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: Once a year, summer semester</p>			
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creditable for bonus
Allocation of places
50 places. WM1: Should the number of applications exceed the number of available places, places will be allocated as follows: 1) Master's students of Information Systems, Management and Econometrics will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.
Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (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) Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Advanced Seminar: Enterprise Systems			12-M-ES-242-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>The seminar offers a comprehensive introduction to key concepts and methods that are relevant for both research and practice in the field of information systems. This module is designed for students preparing to write their own research papers and subsequently present and discuss them.</p> <p>The following contents and methods are covered in the seminar: Subject-specific contents vary individually depending on the paper, for example in areas such as:</p> <ul style="list-style-type: none">• Process and Data Modeling: Students learn how business processes and underlying data structures are modeled in companies.• Augmented Business Process Management (BPM): Advanced study in augmented BPM systems that utilize artificial intelligence to optimize and adapt business processes.• Hyperautomation: Integration of Robotic Process Automation (RPA) and AI to automate complex business processes.• Application of AI and Machine Learning: Use of AI-based Decision Support Systems to improve decision-making and process efficiency. <p>Methodological contents vary individually depending on the paper, for example:</p> <ul style="list-style-type: none">• Literature Research: Conducting structured literature searches in respective subject areas.• Design Science Research and Prototyping: Introduction to research designs that involve the development and evaluation of new technologies.• Empirical and Mathematical-Formal Methods: Application of statistical methods and mathematical models for investigating and validating theories. <p>The seminar aims to impart not only theoretical knowledge but also practical skills that students can directly incorporate into the creation of their own research works. These works will then be presented and critically discussed in an academic setting, where both the depth of content and the execution of methodology are evaluated.</p>			
Intended learning outcomes			
<p>The "Seminar: Enterprise Systems" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">1. Professional Competence: Students develop and deepen their knowledge in business informatics by independently addressing a scientific question. They apply current research methods and integrate expertise into their work process. They acquire the ability to analyze scientific results, reflect on them critically, and assess their significance in the context of business informatics.2. Methodological Competence: Students learn to plan and conduct scientific research processes. This includes the application of research methods, data collection and analysis, and the use of scientific software. They practice critical thinking and solving complex problems, which enables flexible application of the learned knowledge in new or changed situations.3. Social Competence: Presenting research results and discussing them with fellow students and lecturers strengthens communicative competence. Students learn to convey their ideas clearly and convincingly and to react constructively to feedback.4. Personal Competence: By independently working on a scientific topic, students develop a high degree of self-organization and time management. Engaging with scientific challenges promotes personal development, such as the ability to self-reflect and ethical awareness in handling research content.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Module taught in: German and/or English			
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Method of assessment (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 (20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English
Allocation of places
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.
Additional information
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Economathematics (2025)

Module title			Abbreviation
Entrepreneurship in Software-Ecosystems: Start & Scale Up, Venture Capital, Private Equity, EXIT			12-M-ESE-242-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			
<p>This module is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (Business Management and Economics) who are interested in enterprise thinking, scaling, and software entrepreneurship. Therefore, this module focuses on the intersection of entrepreneurship, software ecosystems, and scale-up companies.</p> <p>The module first provides a foundation for understanding entrepreneurship from a theoretical perspective. It covers value management, business model development, and organizational structures. This is followed by a deeper insight into the various aspects of practical business management, including daily doing, sales, financing, traction, KPIs measuring success and performance, and legal forms.</p> <p>The main part of this module discusses how software-based companies can position themselves in the market and generate value through different business models and innovative strategies. Students will learn about the ecosystems of digital companies and the composition of their strategies. These strategies form the foundation for the growth of young companies, especially scale-ups. The module provides theoretical overviews, practical tools, and instruments for developing growth strategies. Various financing and exit strategies are also covered.</p> <p>This module includes the following course contents, as summarized below:</p> <ul style="list-style-type: none">• Introduction to Entrepreneurship, Digital Startup Ecosystems, and Process Models• Value Management and Business Model Development• Daily Doing, KPI, Traction and Project-Management• Software Entrepreneurship: Software-based Value Chain• Scale-Ups: Introduction, Growth, Tools and Strategies• Exit Strategies			
Intended learning outcomes			
<p>The "Entrepreneurship in Software-Ecosystems: Start & Scale Up, Venture Capital, Private Equity, EXIT" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">1. Software-Based Business Models: Students will learn to understand software-based business models, manage daily operations, maintain traction, and implement KPI management.2. Software Entrepreneurship: After completing the module, students will be able to define software entrepreneurship, analyze its ecosystems, and engage with value-enhancing strategies.3. Corporate Structures and Growth: Participants will learn to build scalable structures, develop growth strategies, and practically apply scaling tools.4. Exit Strategies: Students will become familiar with various exit strategies for businesses and assess their advantages and disadvantages.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>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 (15 to 20 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

Number of places: 50.

WA:

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

(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.

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

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

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

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

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

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

Master's degree (1 major) Information Systems (2024)

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

Master's degree (1 major) Econometrics (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) Econometrics (2025)

Module title		Abbreviation
Empirical International Trade		12-M-ETT-242-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Quantitative International and Environmental Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>What are the effects of regional trade agreements? How effective is the World Trade Organization in fostering international trade flows? How strong are the responses to tariff changes, such as the ones implemented in the US-China trade war? These are some examples of questions tackled in empirical international trade. Empirical research in international trade is characterized by a tight link between economic theory and econometric specifications. The course will introduce the gravity model of international trade, which is the workhorse model in empirical trade research. Based on a theoretical derivation of the model, students will learn both how to estimate the corresponding structural econometric model and how to use the model to perform counterfactual policy analyses. Using the trade gravity expression as a starting point, closely related models for example for international migration, FDI flows, or carbon emissions embodied in international trade will also be considered.</p> <p>Besides the lectures, the course will also contain computer exercises in which the students will implement the different estimations and simulations themselves. At the end of the term, students will write a term paper in which they perform their own empirical investigation of a trade policy measure.</p>		
Intended learning outcomes		
<ul style="list-style-type: none"> • knowledge of key concepts in empirical international trade • reproduction of theoretical and econometric arguments in the recent empirical trade literature • implementation of econometric and general equilibrium analysis on the computer • own empirical analysis 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
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		
exchange program Business Management and Economics (2022)		
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Master's degree (1 major) Management (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Econometrics (2024)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)
 Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
European Economic Statistics		12-M-EWS-242-mo1
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		
Outline of syllabus: 1. Subject and tasks of business and economic statistics 2. The European system of national accounting 3. The harmonised consumer price index 4. Structural indicators 5. Money and loans in the European monetary union 6. Data bases of EuroStat		
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)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 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) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)		

Module title		Abbreviation
Policy of Taxation		12-M-F1-242-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"> 1. Fiscal harmonisation system in Germany 2. Mechanics and problems of the VAT system 3. Tax incidence analysis 4. Income tax code 5. Taxation of married couples and families 6. Taxation and household decisions 		
Intended learning outcomes		
After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) 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) Management (2024) Master's degree (1 major) International Economic Policy (2024)		
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Master's degree (1 major) Econometrics (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
Social Insurance and the Welfare State		12-M-F3-242-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"> 1. Public intervention in insurance markets 2. The insurance function of social security 3. Social security and social morale 4. The optimal health insurance contract 5. Why do we need a public pension system? 6. Funding vs pay-as-you-go financing of public pensions 		
Intended learning outcomes		
After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus		
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) Management (2024)		
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Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Econometrics (2024)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)
 Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
Optimal Tax Theory		12-M-F4-182-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 in an uncertain world, 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"> 1. Optimal commodity taxation 2. Optimal income taxation 3. Optimal taxation of families 		
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)		
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<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>		
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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)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Econometrics (2024)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)
 Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Case Studies on Business Taxation			12-M-FER-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module offers a cross-sectional view of business taxation by means of case studies which will be prepared by participants in advance and will be discussed in class. The focus will be on German income taxation, income calculation for tax purposes, taxation of partnerships as well as tax problems of foreign activities of German companies.			
Intended learning outcomes			
Students deepen their knowlegde of the German tax law. They are enabled to solve complex tax problems on their own.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 90 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			
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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) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Economathematics (2025)			

Module title		Abbreviation
Analysis of Financial Market Data		12-M-FMO-242-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"> 1. Information efficiency 2. Random walk 3. Theoretical market models 4. Event studies 5. Univariate modelling of time series data 6. Models to explain volatility (ARCH and GARCH) 7. Estimation of the capital asset pricing model <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) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<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
--
Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Group Accounting			12-M-GA-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>As businesses expand, the complexity of managing and reporting financial information across multiple subsidiaries and countries increases dramatically. Group accounting is crucial for companies operating on a large scale, as it involves consolidating diverse financial data into a single, cohesive set of financial statements that reflect the financial status of the entire corporation. This module covers the necessary knowledge to prepare and interpret consolidated financial statements under the International Financial Reporting Standards (IFRS). We will discuss the basic principles of group accounting and provide in-depth knowledge of the relevant standards. Students get to know the different types of mergers, acquisitions, and investments and the accounting methods needed to inform stakeholders about these activities. Students learn why consolidated financial statements are relevant and how the consolidation process works. In addition, we cover various recent topics in group accounting, e.g., the treatment of goodwill and why regulating it is becoming increasingly difficult.</p>			
Outline			
<ul style="list-style-type: none">• Economic principles of group accounting• Scope of consolidation• Preliminary measures• Capital consolidation• Debt consolidation• Consolidation of revenues and expenses• At-equity consolidation			
Intended learning outcomes			
<p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none">• Explain the essential concepts and elements of group accounting;• Prepare consolidated financial statements and solve relevant consolidation issues;• Recognize the necessity of consolidated financial statements and critically evaluate consolidated financial statements.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 90 minutes) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			

Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Management International (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
Global Logistics & Supply Chain Management		12-M-GLSC-182-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.		
Intended learning outcomes		
After completing this course students can (i) analyze and evaluate global production networks; (ii) develop and apply appropriate methods to plan production networks; (iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022)		
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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)
 Master's degree (1 major) Management International (2024)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) Information Systems (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Econometrics (2024)
 Master's degree (1 major) Information Systems (2025)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) Management International (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)
 Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Business Software 1: Management and Implementation of Information Systems			12-M-GPU-242-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			
<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> <ul style="list-style-type: none">• Section 1: ERP selection process with application examples of two ERP systems: The first part of the module is dedicated to the complex process of selecting a suitable ERP system for a company. Students are familiarized with proven methods and tools that are used in the evaluation of ERP systems. Using case studies, students compare two different ERP systems and apply the selection process in a real-life environment.• Section 2: Low-code and no-code systems with application examples: In this part, students are familiarized with low-code and no-code platforms that enable the efficient development of individual ERP applications. The focus is on dealing with a specific software solution from a leading company in this field. Students learn the basics of these platforms and create their own applications in order to experience the advantages of low-code and no-code approaches in practice.• Section 3: Customizing ERP software using the example of SAP S/4HANA: In the final part, students learn the basics of customizing ERP software. The focus is on the world's leading ERP system SAP S/4HANA. Students are enabled to adapt SAP S/4HANA to the specific requirements of a company. Practical exercises and case studies enable students to apply customizing techniques in real-life scenarios. <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">1. ERP Systems - Overview and Differentiation: Students gain a comprehensive understanding of various ERP systems, their architectures, and philosophies.2. Integration of Business Processes: Participants learn how ERP systems map and optimize business operations.3. Selection and Customizing of ERP Systems: Students develop skills to evaluate, select, and adapt ERP systems to meet business needs.4. Implementation of Business Processes: Students gain practical experience in independently implementing business processes in ERP and low-code/no-code platforms, and learn practical ERP customizing.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<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 c) term paper (15 to 20 pages) Language of assessment: German and/or English Assessment offered: once a year, winter semester</p>			
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creditable for bonus
Allocation of places
50 places. WM1: Should the number of applications exceed the number of available places, places will be allocated as follows: 1) Master's students of Information Systems, Management and Econometrics will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.
Additional information
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (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) Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Human Resource Management and Industrial Relations			12-M-HRM-242-m01
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The lecture "Human Resource Management and Industrial Relations" introduces advanced theories, estimation techniques and empirical results from the areas of human resources management and institutional frameworks such as ithe different actors in ndustrial relations.</p> <p>Syllabus</p> <p>Introduction: Human Resource Management & Industrial Relations</p> <p>Chapter 1: The employment contract</p> <p>Chapter 2: Motivation</p> <p>Chapter 3: Employee resistance against reorganisations</p> <p>Chapter 4: The role of works councils</p> <p>Chapter 5: Works councils and the employer wage structure</p> <p>Chapter 6: The behaviour of labour unions</p> <p>Chapter 7: Credentials and signaling</p> <p>Chapter 8: Demographic challenges of HRM</p> <p>Literature</p> <p>Milgrom, Roberts (1992), Economics, Organization and Management, Prentice Hall, Englewood Cliffs</p> <p>Picot, Dietl, Franck, Fiedler, Royer (2015), Organisation – Theorie und Praxis aus ökonomischer Sicht, 7. Auflage, Schäffer Poeschel, Stuttgart</p> <p>Zwick (2003), Empirische Determinanten des Widerstandes von Mitarbeitern gegen Innovationen, Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung 55, 45-59</p> <p>Freeman, Lazear (1995), An Economic Analysis of Works Councils, in Rogers, Streeck (eds.), Works Councils, Chicago, 27-50</p> <p>Addison, Teixeira, Zwick (2010), Works Councils and the Anatomy of Wages, Industrial and Labor Relations Review 63 (2), 240-273</p> <p>Atherton (1973), Theory of Union Bargaining Goals, Princeton University Press, Princeton, NJ.</p> <p>Garibaldi (2006), Personnel Economics in Imperfect Labour Market, Oxford University Press, Oxford (chapter 6).</p> <p>Mohrenweiser, Wydra-Somaggio, Zwick (2020), Information advantages of training employers despite credible training certificates, Oxford Economic Papers 72(3), 651-671.</p> <p>Malmberg, Lindh, Halversson (2008), Productivity consequences of workforce aging: Stagnation or Horndal effect. In Prskawetz, Bloom, Lutz (eds.), Population and Development Review, Population Ageing, Human Capital Accumulation, and Productivity Growth (suppl. to Vol. 34), 238-256</p>			
Intended learning outcomes			
The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or			
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b) term paper (approx. 15 pages)
Language of assessment: 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) Management International (2024)
Master's degree (1 major) Management (2024)
Master's degree (1 major) Information Systems (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Economathematics (2024)
Master's degree (1 major) Information Systems (2025)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) Management International (2025)
Master's degree (1 major) Adult Education and Management in Lifelong Education (2025)
Master's degree (1 major) Applied Human Geography (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Module title		Abbreviation
International Taxation		12-M-IB-242-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>The module discusses tax aspects (legal facts as well as economic effects) of cross-border business activities. Students become familiar with the principles of international taxation, relevant aspects of German income tax law, the function of double taxation treaties as well as recent developments of taxation within the European Union (mostly triggered by the Court of Justice of the European Union). The topics are introduced in the form of lectures. Complex case studies are used for an in-depth discussion of selected aspects.</p>		
Intended learning outcomes		
<p>After completion of the module students are able</p> <ul style="list-style-type: none"> (i) to assess tax issues of cross-border business activities and develop structured solutions; (ii) to assess the economic effects of rules of international tax law on its own; (iii) systematically apply double tax treaties. <p>The students have knowledge of the basics of international taxation and the German international tax law. They are able to judge and to analyze, using the relevant sources of law complex, case studies on the taxation of cross-border business activities independently and to develop design proposals for the solution.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) and presentation of term paper (approx. 20 minutes), weighted 60:40 Language of assessment: German and/or English Assessment offered: To be announced creditable for bonus</p>		
Allocation of places		
<p>Number of places: 12. WA: Should the number of applications exceed the number of available places, places will be allocated as follows:</p> <ul style="list-style-type: none"> (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. <ul style="list-style-type: none"> a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available. 		

Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
E-Business Strategies		12-M-IBS-242-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"> • Become familiar with theoretical concepts of strategy development and implementation in the e-business context • Understand the strengths and weaknesses of different frameworks and approaches as well as the prerequisites for their meaningful application • Apply the concepts to case studies and derive action-oriented recommendations from them • Learn how to transfer the concepts to other entrepreneurial situations from their studies or work 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: English creditable for bonus		
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) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025)		
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Master's degree (1 major) Management (2025)
Master's degree (1 major) Management International (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Seminar: International Climate Policy		12-M-ICP-242-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Quantitative International and Environmental Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this seminar, we study international climate policy in a globalized world. We identify threats to the effectiveness of international climate policy initiatives such as the Paris Agreement or the EU Emission Trading Scheme, learn how climate policy, international trade, and trade policy interact and which measures can be taken to avoid free-riding or the relocation of emission-intensive industries. The course will cover recent theoretical and quantitative research papers in this area and students will reproduce the arguments and critically assess the insights from these state-of-the-art contributions in the literature.		
Intended learning outcomes		
<ul style="list-style-type: none"> • knowledge of key challenges of climate policy in a globalized world • reading and understanding state-of-the art research articles • reproducing key theoretic and econometric arguments of research articles • contextualization and critical assessment of research articles 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: English		
Allocation of places		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)		
Master's with 1 major International Economic Policy (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 126 / 243

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)
Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Sales and Communications Management			12-M-IMM-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This course provides students with a comprehensive understanding of sales strategies and communication techniques that are essential for success in today's dynamic business environment. By looking at sales management, including the design of sales structures, strategic management and human resource management, as well as communication management, which includes traditional and digital means of communication, students will gain a comprehensive overview of the relevant subject areas.</p> <p>Rough course structure:</p> <ul style="list-style-type: none">• Sales management:• Designing the sales structure• Strategic sales management• Management of sales staff• Communication management:• Traditional communication tools (e.g. TV, flyers)• Digital communication tools (e.g. social media marketing; search engine marketing, display advertising)• Systematic channel integration			
Intended learning outcomes			
Through theoretical understanding and practical application, students will develop proficiency in strategic and operational sales management and the utilization of diverse communication instruments to achieve organizational objectives and maximize market impact.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) 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: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in

Master's degree (1 major) Management International (2024)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Econometrics (2024)
 Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) Management International (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)
 Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
Strategic Managerial Accounting		12-M-INST-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module focuses on accounting instruments, which are applied in the context of strategic management of enterprises. First, it addresses important drivers of strategic decisions from a microeconomic perspective, such as the emergence of cost and quality advantages in competition as well as scale and experience curve effects. Second, the module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle cost analysis, benchmarking and business wargaming are discussed with regard to their theoretical foundation and fields of application.		
Intended learning outcomes		
Initially, students acquire an understanding of economic drivers of strategic decisions as well as fundamental requirements concerning instruments of decision-making and behavior control in enterprises. Upon completion of the course, they are able to analyze and evaluate the strengths and weaknesses, as well as fields of application and limitations, of prevalent instruments of strategic corporate management used in practice. Additionally, they develop competences in the design and further development of strategic instruments.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) 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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025)		
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Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Information Systems		12-M-IS-242-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 course provides an overview of key strategic and operational aspects of the management of information and information systems in organizations. The focus is on (a) enterprise systems, (b) e-business, (c) business analytics and (d) enterprise AI.		
Intended learning outcomes		
<ul style="list-style-type: none"> • Understanding the value of information and information systems from a business perspective • Be able to evaluate strategic and operational use cases for IT in the company • Get to know methods for the management and utilization of data • Be able to transfer the concepts taught to practical application examples 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (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: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
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
International Trade and the Multinational Firm		12-M-ITMF-242-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>Content The lecture starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms. [If time permits the Armington model and the standard neoclassical model will be addressed.]</p> <p>Outline I Ricardian Trade Theory II Heckscher-Ohlin Trade Theory III New Trade Theory: Intra-Industry Trade, Increasing Returns to Scale, Imperfect Competition IV Firm Heterogeneity, Trade and FDI V The Multinational Firm</p> <p>Literature: The module draws heavily on articles from scholarly journals and handbooks. A detailed list of references with further references, notably journal articles, is provided with each chapter of the lecture. Material from the following books is also used:</p> <p>Helpman, E. (2011). Understanding Global Trade. Princeton University Press. Feenstra, R.C. (2016). Advanced International Trade. Theory and Evidence. Princeton University Press, Second Edition Caves, R., R.W. Jones and J.A. Frankel (2007). World Trade and Payments. Addison Wesley Bhagwati, J., A. Panagariya and T. N. Srinivasan (1998). Lectures on International Trade. Second Edition. MIT Press Gandolfo, G. (1998). International Trade Theory and Policy. Springer-Verlag, Berlin and New York Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995). International Trade. McGrawHill Barba Navaretti, G. and A.J. Venables (2004). Multinational Firms in the World Economy. Princeton University Press</p>		
Intended learning outcomes		
The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening of the international division of labor, in particular the repercussions of the global economy on national economies.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) or c) portfolio (approx. 50 hours)		
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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: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module appears in
Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Management International (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Information Processing within Organizations			12-M-IV-242-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			
<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">• Integration into information systems• Change and project management, requirements engineering• Data storage, processing, and structures• Business logic, algorithms, optimization, system architecture, microservices, virtualization• Internal vs. external integration, technical interfaces• Cloud, operational models, platforms, distributed ledger technology• Data and IT security• Process/task mining, hyperautomation, business intelligence, machine learning			
Intended learning outcomes			
<p>The "Information Processing within Organizations" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none">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.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.3. Development of Business Solutions: Students use their knowledge of modern technologies and business intelligence to develop integrative business solutions and solve operational challenges.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.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 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)

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Module appears in

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

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

Master's degree (1 major) International Economic Policy (2025)

Module title			Abbreviation
Coordination, Budgeting and Incentives in Organizations			12-M-KOBO-242-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			
This module focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.			
Intended learning outcomes			
Initially, students acquire an understanding of the necessity of behavioral control in enterprises. Upon completion of the course, they are able to analyze and evaluate requirements and effects of instruments used for behavioral control. Additionally, they develop competences for deployment, structure and development of coordination tools.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 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)			
--			
Module appears in			
Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Economathematics (2025)			

Module title		Abbreviation
Seminar: Applied Analytics in Logistics & Supply Chain Management		12-M-LSCM-242-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
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).		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
Allocation of places		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024)		
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Master's degree (1 major) Econometrics (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)
Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
Marketing Analytics		12-M-MA-242-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Marketing Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Marketing analytics involves the collection, management, and analysis of data to gain insights into the performance of marketing activities. In fact, it is increasingly possible to use data analysis to inform, make, and even automate marketing decisions. The goal of this course is to provide students with a hands-on understanding of key methods and specific techniques used in marketing analytics. This requires substantive knowledge in marketing as well as of fundamental ideas at the intersection of statistics, economics, psychology, and computer science.</p> <p>The course will cover fundamentals of data science, including data wrangling and data exploration, and will then turn to applied, real-world marketing analytics problems such as marketing mix modeling, market segmentation, and measuring preferences and demand. Emphasis will be placed on data visualization and valuable methods for causal inference in marketing. The course will also delve into a few advanced marketing topics. To provide a hands-on learning experience, the course will include practical applications of the covered content using the R programming language.</p>		
Intended learning outcomes		
<ul style="list-style-type: none"> • Understand key methods and techniques used in marketing analytics and how to apply them to real-world problems. • Learn to identify the appropriate analytical methods to use for specific marketing problems. • Develop proficiency in data wrangling and data exploration techniques. • Develop skills in data visualization and interpretation to effectively communicate marketing insights. • Gain hands-on experience with the R programming language and apply it to solving marketing analytics problems. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) 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) Management International (2024)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) Information Systems (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Econometrics (2024)
 Master's degree (1 major) Information Systems (2025)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) Management International (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)
 Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
Seminar: Macroeconomics and Quantitative Economic Research		12-M-MEW-242-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	--
Contents		
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.		
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 better for the processing of the master's thesis. (v) already apply methodological knowledge in econometrics/programming		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: English		
Allocation of places		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025)		
Master's with 1 major International Economic Policy (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 142 / 243

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

Module title		Abbreviation
Advanced Macroeconomics		12-M-MFF-242-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>Content The course covers long-run aspects of macroeconomics. We start with a review of the facts of long-run growth and a review of the Solow-growth model. The lecture then focuses on the infinite-horizon Ramsey-Cass-Koopmans model, on endogenous growth theory and it puts the roles of human capital and institutions under scrutiny. Applications of this framework involving urban and regional growth, resources and the environment will be taken up, time permitting.</p> <p>Outline I Facts and the Solow Growth Model II Infinite-Horizon Ramsey-Cass-Koopmans model III Endogenous Growth IV Human Capital, Social Infrastructure and Beyond V Applications (Urban and regional growth; Growth, resources and the environment)</p> <p>Literature: The course draws strongly on the textbook: David Romer, Advanced Macroeconomics, 4th edition, McGraw-Hill Irwin. We will use journal articles and research papers at several parts of the lecture.</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) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) or c) portfolio (approx. 50 hours) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
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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) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024)

Module title		Abbreviation
Mobile and Ubiquitous Business		12-M-MUS-242-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module provides an overview of technologies and business applications of mobile networks, end devices, applications (including mobile commerce and payment) through to smart objects in a future "Internet of Things". Basic concepts and their use in practice are illustrated using numerous examples. In the accompanying exercise, corresponding case study texts are analyzed and discussed.		
Intended learning outcomes		
<ul style="list-style-type: none"> • Understanding the technological foundations and capabilities of mobile and ubiquitous systems and their integration into existing IS infrastructures • Analyzing business applications in processes, products/services, and business models • Analysis and evaluation of the operational and strategic implications of such technologies from a management perspective • Application of the learned concepts to real management challenges based on case studies 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025)		
Master's with 1 major International Economic Policy (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 146 / 243

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

Module title		Abbreviation
Advanced Computational Economics		12-M-NGM-242-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 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"> 1. Programming with FORTRAN and application of numerical methods 2. Solution techniques for dynamic programming problems 3. Policy analysis with stochastic growth and life cycle models <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"> (i) edit and solve stochastic economic problems using advanced numerical techniques; (ii) implement small scale economic models on the computer; (iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term. 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>		
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) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Econometrics (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Industrial Management 5			12-M-NMA-242-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 modules provides a broad overview regarding sustainability issues in companies, based on diverse influencing factors. Besides intense classroom discussion the students take a deep dive by participating in an online simulation game.			
Intended learning outcomes			
The students are able to structure the challenges regarding both ecological and social sustainability in companies, evaluate them and develop adequate solutions.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (4) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (30 to 40 pages) or d) portfolio (approx. 50 hours) Language of assessment: German and/or English Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus			
Allocation of places			
Number of places: 20. WA: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.			
Additional information			
Module can be taught in form of E Learning course or as a block.			
Workload			
150 h			

Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)

Module title			Abbreviation
Industrial Management 6			12-M-NMB-221-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			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <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 (4) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (30 to 40 pages) or d) portfolio (approx. 50 hours) Language of assessment: German and/or English Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus</p>			
Allocation of places			
<p>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 Business Economics and Industrial Management 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 courses of BWL und Industriebetriebslehre (Business Economics and Industrial Management). (3) Among applicants with the same number of ECTS credits, places will be allocated according to the average grade in courses mentioned in (2). (4) Among applicants with the same average grade, places will be allocated by lot.</p>			
Additional information			
Module can be taught in form of E Learning course or as a block.			
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) Management (2018)
Master's degree (1 major) Econometrics (2021)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Econometrics (2022)
Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)

Module title		Abbreviation
Econometrics 1		12-M-OE1-242-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"> 1. Random variables 2. Important distributions 3. Point estimates 4. Simple linear regression model 5. Model assumptions 6. Model properties 7. Simple hypothesis tests 8. Multiple linear regression model 9. Linear restrictions 10. Dummy variables 11. Multiple hypothesis tests 		
Intended learning outcomes		
<p>The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.</p> <p>The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Micro-econometrics" und "Financial Econometrics".</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>		
Allocation of places		
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: 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) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Management International (2025) Master's degree (1 major) Adult Education and Management in Lifelong Education (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Econometrics 2		12-M-OE2-242-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"> 1. Specification analysis 2. Multicollinearity 3. Heteroskedasticity 4. Autocorrelated disruptive terms 5. Generalized least squares (GLS) 		
Intended learning outcomes		
<p>Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the estimation methods in scientific work, to work independently on adequate implementation of empirical analyzes and to answer selected (economic) scientific issues if available data with the above-mentioned involved problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		

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

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Module appears in

Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Econometrics (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
Econometrics 3		12-M-OE3-242-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.</p> <p>Linear algebra is used as formal aid.</p> <p>Syllabus:</p> <ol style="list-style-type: none"> 1. Error-in-variables 2. IV estimation 3. Generalized least squares estimation 4. Distributed lag models 5. Stationary uni- and multivariate processes 6. Deterministic and stochastic trends 7. Integrated and cointegrated processes 		
Intended learning outcomes		
<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)		
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
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Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Advanced Labour Economics			12-M-OEA-242-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 introduction to modern labor economics. Participants will be familiarized with the core theoretical models and the basic empirical methods of labor economics. First, we will analyze the structure of the labor market in order to understand the determinants of labor supply and labor demand as well as the establishment of equilibria. Furthermore, we will examine the use and underlying factors of human capital and wages and discuss the various reasons behind unemployment.</p> <p>References:</p> <ul style="list-style-type: none">• Borjas, G.J. (2016): "Labor Economics", 7th edition, McGraw#Hill• Basis for the empirical part are well-published economic articles which will be made available during the semester.			
Intended learning outcomes			
<p>In this module,</p> <ul style="list-style-type: none">• students gain an understanding of the basic mechanisms of labor markets.• students learn to understand theoretical concepts of labor economics and to apply them to current circumstances.• students are familiarized with empirical results of research in the field of labor economics.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024)			
Master's with 1 major International Economic Policy (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 160 / 243

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

Module title		Abbreviation
Organizational Economics and Digital Transformation		12-M-OEDT-231-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course Organizational Economics and Digital Transformation introduces advanced topics in organizational economics, with a focus on economic decision-making within organizations. Concepts and tools from microeconomic theory, as well as empirical findings from field studies and laboratory experiments, are incorporated, such as those related to performance measurement and incentives, organizational structure, and authority. Additionally, the course integrates key aspects of digital transformation shaping modern business landscapes. Thus, students not only gain a solid overview of the fundamental principles of organizational economics but also insights into the challenges, opportunities, and strategies associated with the digital transformation of businesses.</p>		
Intended learning outcomes		
<p>With this course,</p> <ul style="list-style-type: none"> • students will be able to understand and reflect on modern microeconomic concepts and current organizational economics. • students will learn to master and apply quantitative microeconomic methods. • students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology. • students learn how digital transformation impacts organizations and their architecture. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)</p>		
Master's with 1 major International Economic Policy (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 162 / 243

Master's degree (1 major) Information Systems (2019)
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 International (2024)
Master's degree (1 major) Management (2024)
Master's degree (1 major) Information Systems (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Economathematics (2024)

Module title		Abbreviation
Project Modul: Audiovisual Business Communication		12-M-PACW-242-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this seminar, students learn the basics of audiovisual forms of presentation (news, background report, reportage). They are first introduced to the use of cameras and editing. Students learn how to set news and stories in the picture and how to organize shoots. Television-specific journalistic basics such as the structure and design of a television report, organization, and handling of different filming situations, creating storyboards, copywriting, and speaking are learned.		
Intended learning outcomes		
Upon completion of the seminar, students will be able to apply editorial and technical knowledge and skills (including teamwork) to the production of television features.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
portfolio (e. g. record of research activities, commentary, text analyses of different types of media); approx. 3 items with a duration of 3 minutes each, audio/video format or text format approx. 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		
20 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025)		
Master's with 1 major International Economic Policy (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 164 / 243

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

Module title		Abbreviation
Project Modul: Crossmedial Business Communication		12-M-PCW-242-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Online and cross-media journalism takes into account the current media convergence. This seminar focuses on the individual elements and phases of production for the website, Facebook, Instagram, Twitter, and Tiktok against the background of current trends and developments. In addition, the seminar covers current trends in journalism. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling) as well as technical developments. A technical introduction to equipment and editing will be given during the seminar.		
Intended learning outcomes		
After successful completion, students will be able to name the individual phases of online and cross-media journalism and carry them out on sample projects, explain and go through the individual production stages, use methods and tools for the individual steps.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
portfolio (e. g. record of research activities, commentary, text analyses of different types of media); approx. 3 items with a duration of 3 minutes each, audio/video format or text format approx. 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		
20 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
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) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) International Economic Policy (2025)		
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Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Module title			Abbreviation
Policy and Management Evaluation Methods			12-M-PEM-242-mo1
Module coordinator		Module offered by	
holder of the Chair of Data Science in Business and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This course offers an introduction to the fundamentals of causal inference and to widely used research designs in the social sciences. In the first part a framework for understanding causality is introduced. Specifically, the epistemological differences between association, intervention and counterfactuals are explained. Then it is shown why experiments are paramount in generating causal knowledge and which assumptions are needed for which level of the causal hierarchy. Finally, we will discuss two widely used approaches to causality in the social sciences, i.e. potential outcomes and directed acyclic graphs.</p> <p>The second part is devoted to the research designs regressions analysis, difference-in-differences, instrumental variables, and regression discontinuity. The emphasis is how these research designs are for example applied to answer important questions in labour economics such as the effects of a minimum wage increase on employment or the effect of children on female labour supply and wages.</p> <p>The assumptions each research design requires in order to identify a causal effect will be at center stage of the lecture. Therefore the emphasis is to teach students <i>what</i> one needs to estimate in order to answer a given question. Further, the research designs are discussed such that students will be able to evaluate and apply these research designs to other questions and fields.</p>			
Intended learning outcomes			
At the end of the course, students should be able to understand basic concepts and methods of causal inference, as well as read, interpret, and assess the credibility of scientific publications. In addition, the course serves as preparation for advanced statistics and econometrics courses.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in

Master's degree (1 major) Management International (2024)
 Master's degree (1 major) Management (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Econometrics (2024)
 Master's degree (1 major) International Economic Policy (2025)
 Master's degree (1 major) Management (2025)
 Master's degree (1 major) Management International (2025)
 Master's degree (1 major) China Business and Economics (2025)
 Master's degree (1 major) China Language and Economy (2025)
 Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Project Module International Economic Policy I			12-M-PIEP1-182-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 designed to provide credit for work completed in project seminars in International Economic Policy.			
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) 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)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
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) 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) International Economic Policy (2022) Master's degree (1 major) International Economic Policy (2024)			

Module title		Abbreviation
Project Module International Economic Policy II		12-M-PIEP2-182-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 designed to provide credit for work completed in project seminars in International Economic Policy.		
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) 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)		
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
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Workload		
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) 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) International Economic Policy (2022) Master's degree (1 major) International Economic Policy (2024)		

Module title			Abbreviation
Product Innovation and Price Management			12-M-PIPM-242-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>"Product Innovation and Price Management" explores the crucial aspects of developing innovative products and effectively managing pricing strategies in dynamic markets. Students will examine theories and practices related to product innovation, market analysis, and pricing methodologies.</p> <p>Rough course structure:</p> <p>Innovation management</p> <ul style="list-style-type: none">• Fundamentals of innovation management• Idea generation & idea concretization• Concept definition• Concept evaluation and selection• Market launch of new products• Cross-phase approaches to managing the innovation process <p>Price management</p> <ul style="list-style-type: none">• Basics of price management• Concepts of classical price theory• Behavioral basics of pricing policy• Approaches to price determination (demand-oriented, cost-oriented, competition-oriented)			
Intended learning outcomes			
The goal of this course is to equip students with the knowledge and skills necessary to drive innovation in product development and effectively manage pricing strategies in dynamic markets.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) 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: after announcement			
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Module appears in

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

Module title			Abbreviation
Project Management and Control			12-M-PROM-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and control within enterprises. Special attention is being directed towards internal company projects that are associated with significant changes for those involved. Thus, alongside classical and agile project management approaches, theoretical foundations and methods of change management are also considered. The module covers characteristic features and structures of projects, their possible success factors, methods and instruments of control and management of projects in various project phases. The theoretical basis as well as potential applications of these instruments are discussed.			
Intended learning outcomes			
Initially, students acquire an understanding of project management and control tools as well as change management. Upon completion of the course, they are capable of analyzing and evaluating the strengths and weaknesses, as well as the application possibilities and limitations, of commonly used tools and methods in practice. Furthermore, they gain competencies in designing and advancing project management and controlling. Additionally, students are able to apply these tools and methods in practical settings.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
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: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)			

Module title			Abbreviation
Accounting and Capital Markets			12-M-REKA-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, questions regarding cost accounting, management control systems, behavioral control and decision-making functions of accounting, quality of financial reporting, and publicity are discussed.			
Intended learning outcomes			
Initially, students acquire a fundamental knowledge of the conception and impact of management and financial accounting as information systems, as well as the economic impacts of the configuration of management and financial accounting. They understand analytical and empirical models from relevant research literature and can interpret and explain the results. Upon completion of the course, the students are able to assess and evaluate the impacts of changes in institutional general frameworks such as changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module appears in			
Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) International Economic Policy (2025)			
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Master's degree (1 major) Management (2025)
Master's degree (1 major) Management International (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Research Seminar Economics		12-M-REM-242-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This seminar is offered to students who want to intensify and further improve their programming skills acquired in the course "Computational Economics". At the beginning of the seminar students will be assigned to a specific project (i.e. either a static/dynamic general equilibrium model or a partial equilibrium life cycle or risk management model). During the semester they will develop their own theoretical model and implement it numerically in FORTRAN. Based on this work they will prepare a term paper (approx. 20-25 pages) which they will present at the end of the semester to the class. The term paper will mainly focus on the economic question at hand as well as the theoretical structure and the numerical implementation of the simulation model. Detailed simulation results would be typically reported in a subsequent Bachelor thesis.</p>		
Intended learning outcomes		
<p>After finishing this seminar students should be</p> <p>(a) able to replicate theoretically and implement numerically a large scale economic model</p> <p>(b) able to simulate policies with the model and interpret the results</p> <p>(c) be better prepared to manage a simulation study in their Bachelor thesis</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1</p> <p>Language of assessment: English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>		
Allocation of places		
<p>10 places.</p> <p>WA1:</p> <p>(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: 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) International Economic Policy (2024)		
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Module title			Abbreviation
Tax-Optimized Business Organization			12-M-RFW-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This course deals with tax aspects of the choice and change of legal form of business activities. Static and dynamic models are used to calculate the effective tax burden from ongoing business activities but also from a-periodic measures like divestments, mergers, or changes of the legal form. Our perspective is that of an investor resident in Germany investing in incorporated and unincorporated businesses in Germany and abroad.			
Intended learning outcomes			
This course enables students to (i) analyze and evaluate the tax effects of business activities in different legal forms from an investor's perspective; (ii) calculate the tax burden from ongoing business activities in Germany and abroad; (iii) calculate the tax burden from a-periodic events like divestments, purchases, mergers, and changes of legal form.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) and presentation of term paper (approx. 20 minutes), weighted 60:40 or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English Assessment offered: To be announced creditable for bonus			
Allocation of places			
Number of places: 12. WA: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.			
Additional information			
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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) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Research Seminar in Applied Data Science			12-M-RS-242-m01
Module coordinator		Module offered by	
holder of the Chair of Data Science in Business and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Building on their knowledge of empirical research methods, students in this course will learn to develop their own ideas for empirical research, research designs, data generation, data preparation and data analysis. Students taking this course should have an advanced knowledge of statistics and econometrics.			
Intended learning outcomes			
Students are introduced to the latest research questions and methods using exciting literature; they learn to analyze these topics critically and independently using seminar-based methods and to present them both orally and in writing and to critically examine the work results of other seminar participants.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: English			
Allocation of places			
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)			

Module title		Abbreviation
Advanced Seminar: Corporate Finance		12-M-SBL-242-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	--
Contents		
The module is held as a seminar. Topics from the financial sector and company valuation will be assigned. The students work independently on the respective problems and prepare a term paper. This can be strongly literature-based, empirical or by working independently with formal models. A paper on the topic is to be given.		
Intended learning outcomes		
Students acquire in-depth knowledge in important areas of application in banking management theory, corporate finance and valuation. Students are able to work independently on more in-depth problems within the above-mentioned subject areas, to prepare them in structured written form and to present them in a lecture.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
Allocation of places		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025)		
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Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Industrial Management 1		12-M-SBM-242-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. Ecological and social issues are addresses as well as economic issues.		
Intended learning outcomes		
Students learn the principles of performance-oriented optimization of all procurement activities, including ecological and social aspects. They learn how to develop long-term, competitively sensitive potentials for success. After completion of the module students are able to adequately structure problems in strategic procurement. They are able to accurately classify the tasks of the procurement function and to describe and discuss their strategic importance and can apply essential methods and procedures.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (30 to 40 pages) or d) portfolio (approx. 50 hours) Language of assessment: German and/or English Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus		
Allocation of places		
Number of places: 20. WA: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
Module can be taught in form of E Learning course or as a block.		

Workload
150 h
Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)

Module title		Abbreviation
Research in Management		12-M-SC-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Research and research skills are foundational to driving business success in a world where information is abundant and constantly evolving. They provide businesses and professionals with the tools needed to navigate complexity, innovate effectively, and compete on a global scale. In today's data-driven landscape, businesses rely on thorough research to make informed decisions. Research skills enable professionals to gather, analyze, and interpret data effectively, ensuring that decisions are based on solid evidence rather than intuition. Moreover, the modern business environment is characterized by rapid change. Continuous learning, facilitated by strong research skills, helps individuals and organizations remain adaptable. These skills enable professionals to keep up with industry developments, technological advancements, and shifts in consumer behavior, ensuring that they are always equipped to respond to new challenges and opportunities. This module is designed to equip students with the skills necessary to conduct rigorous empirical research.</p> <p>Outline</p> <ul style="list-style-type: none"> • Introduction to current research • How to develop a research question • How to conduct research • Introduction to various data sources • Introduction to applied research methods • Visualizing research findings 		
Intended learning outcomes		
<p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"> • Identify and motivate a relevant research question; • Find relevant scientific literature and interpret it with regard to a specific research question; • Address a research question using empirical analyses. 		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (approx. 15 pages) and presentation (approx. 15 minutes) (weighted 2:1) Language of assessment: English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		

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

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Module appears in

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

Module title		Abbreviation
Seminar: Supply Chain Competition		12-M-SCC-242-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management.		
Intended learning outcomes		
After completing this seminar students		
i. selected and applied quantitative models for procurement, production, sales and supply chain management, ii. faced the practical problems when using real data to feed models, iii. and understand the challenges to reach a coordinated decision in a company.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 15 to 20 pages) and presentation (approx. 10 minutes); (weighted 2:1) Language of assessment: English Assessment offered: Once a year, winter semester		
Allocation of places		
Number of places: 12. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with 1.b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.		
Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

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

Module title		Abbreviation
Strategic Decisions and Competition		12-M-SDC-182-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>		

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2) Module taught in: English
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Management International (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Advanced Seminar: Industrial Management		12-M-SI-242-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) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) term paper (20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 or b) term paper (15 to 20 pages) and presentation (approx. 45 minutes), weighted 1:1 Language of assessment: German and/or English		
Allocation of places		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)		
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Module title		Abbreviation
Advanced Seminar: Industrial Organization		12-M-SIO-242-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)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
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 (20-30 pages). At the end of the semester the students will present their findings orally to an audience.		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: English		
Allocation of places		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)		

Module title		Abbreviation
Marketing Research		12-M-SM-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This course provides students with a comprehensive understanding of the principles and processes of conducting effective marketing research. This includes, for example, understanding latent constructs, designing data collection methods and questionnaires, and setting up experiments. In addition, students will learn techniques for data analysis and interpretation using SPSS, covering univariate, bivariate and multivariate analysis methods to derive actionable insights from the research results.</p> <p>Rough course structure:</p> <ul style="list-style-type: none"> • Basics and process of marketing research • Introduction to marketing research • Latent constructs • Data collection & questionnaire design • Experimental set-up <p>Data analysis and interpretation</p> <ul style="list-style-type: none"> • Introduction to SPSS • Univariate and bivariate analysis methods • Multivariate analysis methods (various forms of regression analysis; analysis of variance; conjoint analysis; mediation analysis; structural equation modeling) 		
Intended learning outcomes		
Through theoretical considerations as well as practical exercises and case studies, students develop the necessary skills to collect and analyze data in order to make strategic marketing decisions.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) 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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Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

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

Module title		Abbreviation
Strategic Management of Global Supply Chains		12-M-SMGS-242-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.</p>		
Intended learning outcomes		
<p>After completing this course students</p> <p>(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and</p> <p>(ii) understand the effects of global value chains onto strategic company decisions.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
Teaching cycle: 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) Management International (2024)</p> <p>Master's degree (1 major) Management (2024)</p> <p>Master's degree (1 major) Information Systems (2024)</p> <p>Master's degree (1 major) International Economic Policy (2024)</p> <p>Master's degree (1 major) Economathematics (2024)</p> <p>Master's degree (1 major) Information Systems (2025)</p> <p>Master's degree (1 major) International Economic Policy (2025)</p> <p>Master's degree (1 major) Management (2025)</p> <p>Master's degree (1 major) Management International (2025)</p> <p>Master's degree (1 major) China Business and Economics (2025)</p>		
Master's with 1 major International Economic Policy (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 196 / 243

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

Module title		Abbreviation
Advanced Seminar: Econometrics		12-M-SOE-242-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	--
Contents		
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.		
Intended learning outcomes		
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.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) Language of assessment: English		
Allocation of places		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (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)		
Master's with 1 major International Economic Policy (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 198 / 243

Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Tax Planning			12-M-SP-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed.</p> <p>Part I</p> <p>1. Introduction</p> <p>2. The Influence of Taxes on Investment Decisions According to the “Standard Model”</p> <p>3. Tax facts</p> <p>4. Extensions of the Standard Model</p> <p>5. Neutral profit taxation</p> <p>6. Taxation and financing decisions</p> <p>7. Tax planning for corporations</p> <p>8. Taxation of Labor and Capital in Different Legal Forms</p> <p>Part II</p> <p>1. Taxation of cross border investments and tax reform</p>			
Intended learning outcomes			
<p>This course enables students to</p> <p>(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;</p> <p>(ii) analyze the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;</p> <p>(iii) read and discuss research and policy papers in the field of taxation.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Master's degree (1 major) Management International (2024)
Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Econometrics (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) Management International (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Industrial Management 3			12-M-SPM-242-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			
<p>This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts, especially Lean Production, Total Quality Management und Agile Manufacturing. Furthermore, essential issues regarding ecological aspects and their role for industrial companies are discussed and mathematical models based on production theory are developed.</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>			
Intended learning outcomes			
<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>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (30 to 40 pages) or d) portfolio (approx. 50 hours) Language of assessment: German and/or English Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus</p>			
Allocation of places			
<p>Number of places: 20. WA: Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.</p>			
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Additional information
Module can be taught in form of E Learning course or as a block.
Workload
150 h
Teaching cycle
Teaching cycle: after announcement
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)

Module title			Abbreviation
Advanced Seminar: Topics in Personnel Economics and Organizational Theory			12-M-SPO-242-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	--	
Contents			
Students will write a seminar paper on, deliver a talk on and discuss current issues in the field of human re- sources management and organisation. Topics will be announced for each seminar separately.			
Intended learning outcomes			
The students learn to handle, write in own words, present, and discuss current research literature in the area hu- man resource management and organisation.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, 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 minu- tes), weighted 1:1 Language of assessment: English			
Allocation of places			
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted num- ber of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocat- ed 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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025)			

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

Module title			Abbreviation
Tax Accounting			12-M-STB-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module introduces the various methods of income recognition in the German Income Tax Code (<i>Einkommensteuergesetz</i> , EStG). It discusses the main reporting and valuation provisions as well as the specific problems and techniques of income calculation for partnerships.			
Intended learning outcomes			
Students have in-depth knowledge of tax accounting of companies and are able to solve moderate to complex problems of tax accounting in particular of sole proprietorships and partnerships using legal source.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 90 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) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Economathematics (2025)			

Module title		Abbreviation
Advanced Seminar: Public Finance		12-M-SV5-242-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	--
Contents		
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.		
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 better for the processing of the master's thesis.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: English Assessment offered: Once a year, summer semester		
Allocation of places		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025)		
Master's with 1 major International Economic Policy (2024)	JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 207 / 243

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

Module title		Abbreviation
Advanced Seminar: Labour Economics		12-M-SWOSP-242-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	--
Contents		
<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>		
Intended learning outcomes		
<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>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1</p> <p>Language of assessment: English</p>		
Allocation of places		
<p>10 places.</p> <p>WA1:</p> <p>(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: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
<p>Master's degree (1 major) Management (2024)</p> <p>Master's degree (1 major) Information Systems (2024)</p> <p>Master's degree (1 major) International Economic Policy (2024)</p> <p>Master's degree (1 major) Economathematics (2024)</p>		

Module title			Abbreviation
Applied Data Analysis and Machine Learning			12-M-TDS-242-m01
Module coordinator		Module offered by	
holder of the Junior Professorship of Microeconomics, esp. Economics of Digitization		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Data science is concerned with extracting knowledge and valuable insights from data assets. This course provides an introduction to data science and its application in business and economics. Participants will be familiarized with data handling in Python, data visualization, and various machine learning techniques for prediction and estimation. We will apply the acquired knowledge in topics from business and economics.			
The course will be divided into two parts: the lecture where the techniques will be taught as well as exercise in which students will be able to work with data on their own.			
Intended learning outcomes			
In this module, <ul style="list-style-type: none">• students learn data handling and visualization in Python.• students are familiarized with the development and evaluation of machine learning models.• students gain an understanding of how to apply the taught techniques to real data sets.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)			
Master's with 1 major International Economic Policy (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	page 210 / 243

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

Module title		Abbreviation
Applied Data Science in Business and Economics		12-M-TE-242-m01
Module coordinator		Module offered by
holder of the Chair of Data Science in Business and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This course aims to equip students with key empirical research methods and their applications in business and economics. The course will cover the development of empirical research ideas, research designs, data generation, data editing, and data analysis. The course will use a paper-based approach to introduce and apply these topics. Additionally, students will learn about existing panel datasets and be led to perform their own empirical research. Students that attend this course should have advanced knowledge in statistics and econometrics.		
Intended learning outcomes		
By the end of the course, students will have a comprehensive understanding of how to conduct empirical research in business and economics.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
portfolio (approx. 50 hours) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in		
exchange program Business Management and Economics (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) Economathematics (2024)		

Module title		Abbreviation
Seminar: Topics in Economics and Ethics of Artificial Intelligence		12-M-TEE-242-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>With the increasing effectiveness of machine learning and artificial intelligence (AI) methods, there is growing interest in understanding the potentially disruptive impact of these technologies. Artificial intelligence powers Google's search engine, enables targeted ads, is also behind self-driving cars, predictive policing, and autonomous weapons. Our goal is to look beyond the "hype" around AI by considering current research that attempts to provide a rigorous answer to questions related to the impact of AI. In particular, we will seek to understand the consequences of AI from an economic perspective by looking at non-technical AI research.</p> <p>In this seminar, we will discuss recent articles on important aspects of human-machine interaction. From an economic perspective, we look at the impact of algorithms in the workplace and in decision-making, as well as behavioral economic factors involved in interacting with machines. In addition, we consider ethical issues related to artificial intelligence, moral dilemmas, and the potential impacts of increasingly powerful AI on business and society.</p>		
Intended learning outcomes		
<p>With this seminar,</p> <ul style="list-style-type: none"> • students learn how to present research in a structured manner, both orally and in writing. • students will be equipped to understand and reflect on advanced current theoretical and empirical economic studies, especially in the domain of human-machine interaction. • students will learn to incorporate ethical concerns in their economic decision-making processes. • students will be able to classify and relate specialized knowledge from behavioral economics, business administration, and psychology. 		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (15 to 20 pages) and presentation (approx. 30 minutes); (weighted 60:40) Language of assessment: English		
Allocation of places		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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Workload		
300 h		

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)

Module title		Abbreviation
Master Thesis International Economics Policy		12-M-THV-222-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) Language of assessment: German and/or English Assessment offered: ongoing, after consultation with supervisor and registration		
Allocation of places		
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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 (2022) Master's degree (1 major) International Economic Policy (2024)		

Module title		Abbreviation
Theory of Industrial Organization		12-M-TI1-182-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"> Monopoly pricing <ul style="list-style-type: none"> Nonlinear pricing and mechanism design Dynamic pricing: experience goods, durable goods Oligopoly pricing <ul style="list-style-type: none"> Static price and quantity competition in homogeneous and differentiated goods markets Comparative statics Equilibrium market structure Dynamic competition in oligopoly markets <ul style="list-style-type: none"> Subgame perfect equilibrium and models of dynamic competition Repeated games and collusion Market Structure <ul style="list-style-type: none"> Entry Mergers Strategic behaviour by incumbent firms <ul style="list-style-type: none"> Entry deterrence and predation Signalling and reputation Vertical Relations and Restrictions <ul style="list-style-type: none"> Double marginalization Vertical contracts Behavioral Industrial Organization <ul style="list-style-type: none"> Reference Dependent Preferences and Framing Effects Time inconsistent behavior 		
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) 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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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) 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) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Topics in Information Systems 1			12-M-TIF1-182-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">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <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</p> <p>b) oral examination (one candidate each: 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or</p> <p>c) term paper (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)			
--			
Module appears in			
<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> <p>Master's degree (1 major) Information Systems (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Economathematics (2021)</p>			

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)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) International Economic Policy (2025)

Module title			Abbreviation
Topics in Information Systems 2			12-M-TIF2-182-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">• courses taken at other German or non-German universities• additional courses offered on a short-term basis• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) <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</p> <p>b) oral examination (one candidate each: 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or</p> <p>c) term paper (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)			
--			
Module appears in			
<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> <p>Master's degree (1 major) Information Systems (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Economathematics (2021)</p>			

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)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) International Economic Policy (2025)

Module title		Abbreviation
Trade Policy and the World Trading System		12-M-TP-182-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>Content The module starts out with a sketch of key facts and the evolution of the world trading system as well as current trade policy controversies. The main part of the lecture deals with trade policy instruments (e.g. tariffs and quotas) and arguments in favor of trade policy interventions (the terms of trade, strategic trade policy, infant industries, industrial policy, environmental policy). Political economy issues are also addressed.</p> <p>Outline 1 The evolution of the world trading system and current issues 2 Trade policy instruments and their effects under perfect competition 3 The competition effect of trade opening 4 Domestic distortions 5 International market power and trade policy 6 Political economy and the world trading system</p> <p>Literatur: The main text used is: Helpman, E. und P.R. Krugman (1989). Trade Policy and Market Structure. The MIT Press, Cambridge, Massachusetts. The following monographs cover the evolution of the world trading system and the evolution of ideas in trade policy making: Bhagwati, J. (2002). Free Trade Today, Princeton University Press Bhagwati, J. (2005). In Defense of Globalization. Oxford University Press Irwin, D. (2020). Free Trade Under Fire, Princeton University Press, 5th Edition (as well as former editions partially containing further material) Irwin, D. (1996). Against the Tide. An Intellectual History of Free Trade, Princeton University Press Basic refreshers are Krugman, P.R., M. Obstfeld und M. Melitz (2018), International Economics. Theory and Policy. Addison-Wesley, 11th Edition Caves, R., R.W. Jones und J.A. Frankel (2007), World Trade and Payments. An Introduction. Addison-Wesley, 10th Edition This literature is complemented by papers from scholarly journals.</p>		
Intended learning outcomes		
Students acquire the ability to critically understand the effects and issues associated with the use of trade policy instruments. They are enabled to understand and evaluate the causes and consequences of interventions in international trade on the aggregate economy, producers and consumers, the foreign trading partners and the world trading system both analytically as well as in an intuitive manner. Students also acquire the scientific knowledge to grasp the factors determining the structure and dynamics of the world trading order		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (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)		
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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: summer semester

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

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Module appears in

Master's degree (1 major) Management (2018)
Master's degree (1 major) International Economic Policy (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) 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)
Master's degree (1 major) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Econometrics (2024)

Module title		Abbreviation
Financial Analysis		12-M-UA-242-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>In today's rapidly changing economic landscape, the ability to effectively analyze financial information is more critical than ever. Financial analysis is essential for interpreting past and current financial data to make predictions about future performance and guide strategic decisions that affect the overall business. This module offers students the tools and methodologies needed to evaluate the financial position of companies, assess investment opportunities, and make informed financial decisions. We provide a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations.</p> <p>Outline</p> <ul style="list-style-type: none"> • Introduction to financial analysis • Analysis of earnings information • Analysis of balance sheet information • Analysis of cash flows • Analysis of selected balance sheet positions 		
Intended learning outcomes		
<p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"> • Understand corporate financial statements and identify value-relevant information; • Provide relevant valuation techniques and recognize the fundamental role of financial information in the valuation process; • Apply valuation models to practical cases and make informed investment decisions. 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 to 120 minutes) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module appears in

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

Module title			Abbreviation
Enterprise AI and Urban Analytics			12-M-UAAI-242-m01
Module coordinator		Module offered by	
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The seminar addresses advanced questions from research and teaching of the Chair for Enterprise AI. This includes both methodological questions from the fields of AI & Data Science and domain-specific questions from the areas of energy, mobility, and smart cities. An overview of the topics can be obtained by visiting the chair's website.			
Intended learning outcomes			
With the assistance of the chair, students learn to tackle a question according to scientific standards at a Master's level and to communicate the results in presentations and a written seminar paper.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: English			
Allocation of places			
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025)			
Master's with 1 major International Economic Policy (2024)		JMU Würzburg • generated 18-Jun-2025 • exam. reg. data record Master (120 ECTS) International Economic Policy - 2024	
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Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
Corporate Entrepreneurship and Innovation		12-M-UGF1-242-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"> (1) Introduction to corporate entrepreneurship (2) Antecedents and forms of corporate entrepreneurship (3) Corporate strategy and corporate entrepreneurship (4) Organizational structure and corporate entrepreneurship (5) Human resource management and corporate entrepreneurship (6) Building supportive organizational cultures (7) Entrepreneurial control systems (8) Entrepreneurial leadership (9) The corporate entrepreneur as a champion and diplomat (10) The pay-off from corporate entrepreneurship (11) Corporate venture capital (12) Corporate entrepreneurship in nonprofit and government organizations (13) Universities and academic spin-offs (14) Wrap-up and Q&A 		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Clarify the role of corporate entrepreneurship • Explain theoretical concepts and mechanisms behind corporate entrepreneurship • Enable students to critically appraise alternative approaches to corporate entrepreneurship • Enable students to evaluate the boundaries and risks of corporate entrepreneurship <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"> • Create and evaluate concepts related to corporate entrepreneurship • Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage • Make judgements about the organizational and managerial implications of corporate entrepreneurship • Systematically choose between different routes of action 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes) Language of assessment: English</p>		

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

Module title		Abbreviation
Corporate Strategy		12-M-UGF2-182-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This theory-led and application-oriented module provides you with critical knowledge and skills related to corporate strategy—essential for anyone aspiring to take on leadership roles in their future career, may it be in the private or public sector. The module goes beyond basic knowledge about strategic management provided by bachelor-level modules.</p> <p>(1) Developing strategies in pursuit of competitive advantage (2) Corporate diversification (3) Vertical integration and outsourcing (4) Mergers & acquisitions (5) Dynamic strategies (6) Cooperative strategies (7) Corporate spin-offs and spin-outs (8) Internationalization strategies (I) (9) Internationalization strategies (II) (10) Strategic change (11) Corporate strategies and new technologies (12) Corporate governance and corporate social responsibility (13) Corporate communication and crisis management (14) Wrap-up and Q&A</p>		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> • Clarify the role of corporate strategy • Explain theoretical concepts and mechanisms behind corporate strategy • Enable students to critically appraise alternative approaches to corporate strategy • Enable students to evaluate the boundaries and risks of corporate strategy <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"> • Assess the role of corporate strategy for creating and sustaining competitive advantage • Create and evaluate concepts related to corporate strategy • Make judgements about the organizational and managerial implications of corporate strategy • Systematically choose between different routes of action 		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes) Language of assessment: English		
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Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module appears in
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Management International (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Digital Entrepreneurship and Digital Transformation		12-M-UGF3-242-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module provides an introduction into digital entrepreneurship and digital transformation.</p> <p>(1) Introduction (2) Digital business models (3) Identifying and exploiting opportunities for digital entrepreneurship (4) Strategies for creating competitive advantage in digital entrepreneurship (5) Digital marketing for entrepreneurs (6) Crowdfunding for entrepreneurs (7) Design thinking (8) Lean startup (9) Platform ecosystems and online communities (10) Digital strategy and digital transformation (11) The agile organization (12) Crowdsourcing (13) Cyberfraud (14) Wrap-up and Q&A</p>		
Intended learning outcomes		
<p>Educational aims: Clarify the role of digital entrepreneurship and digital transformation. Explain theoretical concepts and mechanisms behind digital entrepreneurship and digital transformation. Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation. Enable students to evaluate the boundaries and risks of digital entrepreneurship and digital transformation</p> <p>Learning outcomes: On successful completion of this module students will be able to (1) Assess the role of digital entrepreneurship and digital transformation for creating and sustaining competitive advantage, (2) Create and evaluate concepts related to digital entrepreneurship and digital transformation, (3) Make judgements about the organizational and managerial implications of digital entrepreneurship and digital transformation, (4) Systematically choose between different routes of action.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 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: 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) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Supplementary course Supplementary course Entrepreneurship into Action (ZENTRIA) (2025) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Management International (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Managerial Practice Lectures		12-M-VGP-242-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"> • What are the current challenges facing your company? • Which strategies do you employ to respond to these challenges? • How have leadership concepts and approaches changed in your company? 		
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)		
<p>S (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>portfolio (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
<p>20 places.</p> <p>WA1:</p> <p>(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		
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) Management (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)

Module title		Abbreviation
Vertical Storytelling		12-M-VS-242-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
More than 70 percent of Germans* use the Internet on their smartphones, and billions of users around the world use apps such as WhatsApp, Instagram, and TikTok to communicate every day - much of digital communication now takes place on mobile devices. Social media, messenger services and mobile-optimized websites are now a natural part of any communications mix. The challenge for professional communicators is to adequately consider the mobile delivery channels for their content. The seminar is hands-on and teaches participants how to produce content with the smartphone for the smartphone. It covers the basics of mobile reporting, current apps and their features, different content formats and user behavior.		
Intended learning outcomes		
In this seminar, students will learn how to produce content with the smartphone for the smartphone. In addition to the basics of mobile reporting, students will learn about the latest apps, their features, different content formats and user behavior. In the practical phase of the seminar, students will design and produce targeted content for social media apps.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
portfolio (approx. 5 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered		
Allocation of places		
40 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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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) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024)		
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Master's degree (1 major) 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) Econometrics (2025)

Module title		Abbreviation
European Competition Policy		12-M-WPE-192-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"> 1. Legal environment, competition laws 2. Market definition <ul style="list-style-type: none"> • Qualitative methods • Simple quantitative methods • Hypothetical monopoly test 3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion 4. Horizontal mergers and collusion <ul style="list-style-type: none"> • Economic theory • Efficiency effects • Coordinated effects 5. Vertical relations and contracts <ul style="list-style-type: none"> • Economic analysis of contracts • "More economic approach" 6. Abuse of dominant position <ul style="list-style-type: none"> • Classification of abusive conduct • Economic analysis of abusive conduct and theory of harm 		
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)		
<p>V (2) Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus</p>		
Allocation of places		
<p>WM6: There are no restrictions with regard to available places for students of the Master's degree programmes Management, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.</p>		

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
<p>Master's degree (1 major) Information Systems (2019)</p> <p>Master's degree (1 major) Political and Social Sciences (2020)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Social Science Sustainability Studies (2021)</p> <p>Master's degree (1 major) Econometrics (2021)</p> <p>Master's degree (1 major) Information Systems (2022)</p> <p>Master's degree (1 major) International Economic Policy (2022)</p> <p>Master's degree (1 major) Management (2022)</p> <p>Master's degree (1 major) Econometrics (2022)</p> <p>Master's degree (1 major) Management (2024)</p> <p>Master's degree (1 major) International Economic Policy (2024)</p> <p>Master's degree (1 major) Econometrics (2024)</p> <p>Master's degree (1 major) International Economic Policy (2025)</p> <p>Master's degree (1 major) Management (2025)</p> <p>Master's degree (1 major) Applied Human Geography (2025)</p> <p>Master's degree (1 major) China Business and Economics (2025)</p> <p>Master's degree (1 major) Econometrics (2025)</p>

Module title		Abbreviation
Project Modul: Journalism in Economic Policy		12-M-WPJ-242-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
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) Module taught in: German and/or English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
portfolio (e. g. record of research activities, commentary, text analyses of different types of media); approx. 3 items with a duration of 3 minutes each, audio/video format or text format approx. 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		
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
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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) Management (2024)
 Master's degree (1 major) Information Systems (2024)
 Master's degree (1 major) International Economic Policy (2024)
 Master's degree (1 major) Econometrics (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) Econometrics (2025)

Module title			Abbreviation
Economic and Business Ethics			12-M-WUE-242-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, 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) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English			
Allocation of places			
10 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
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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) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (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) Econometrics (2025)