

Subdivided Module Catalogue for the Subject

China Language and Economy

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

Examination regulations version: 2019 Responsible: Faculty of Arts, Historical, Philological, Cultural and Geographical Studies Responsible: Institute of East and South Asian Cultural Studies Responsible: Chair of China Business and Economics

UNIVERSITÄT WÜRZBURG

Learning Outcomes

German contents and learning outcome available but not translated yet.

Wissenschaftliche Befähigung

- Sprachkompetenzen in der modernen chinesischen Hochsprache in Wort und Schrift auf dem Niveau der Mittelstufe.
- Befähigung, wichtige gesellschaftliche und politische Entwicklungen in China im Kontext wirtschaftlicher Fragen einzuordnen und zu diskutieren.
- Befähigung, wirtschaftliche Entwicklungen in China auf der Basis von breitem und integriertem Wissen zum chinesischen Wirtschaftssystem zu interpretieren und zu bewerten.
- Befähigung zur geeigneten mündlichen Präsentation von Problemstellungen und Forschungsergebnissen.
- Befähigung zur fachgerechten Erstellung schriftlicher Arbeiten in englischer Sprache.

Befähigung zur Aufnahme einer Erwerbstätigkeit

- Absolventen/innen verfügen über Problemlösungskompetenz und können mit ihren Kenntnissen und Methoden auch neu aufkommende Wirtschaftsfragen analysieren und bearbeiten und ggfs. analoge Fragestellungen für andere Entwicklungs- und Schwellenländer entwickeln.
- Sprach- und Landeskenntnisse des Ziellandes; Absolventen/innen sind in der Lage, Probleme und deren Lösungen zielgruppengerecht und auch in den eingeübten Fremdsprachen aufzubereiten und darzustellen.
- Teamfähigkeit, Konfliktlösungskompetenz: Absolventen/innen sind in der Lage, konstruktiv und zielorientiert in einem heterogenen Team zusammenzuarbeiten, unterschiedliche Ansichten produktiv für die Zielerreichung zu nutzen und mögliche Konflikte zu lösen.
- Befähigung, praxisnahe Lösungen für unternehmerische Probleme im Kontext der wirtschaftlichen Zusammenarbeit mit China zu entwickeln und zu erklären.

Persönlichkeitsentwicklung

- Die Absolventen/innen können ihre erworbenen Kompetenzen in unterschiedlichen interkulturellen Kontexten, insbesondere im chinesischen Kulturkreis anwenden.
- Die Absolventen/innen können sich sicher in einem heterogenen Umfeld bewegen und andere Meinungen konstruktiv für ein gemeinsames Ziel einbinden. Sie sind kritikfähig.
- Die Absolventen/innen sind befähigt, Aufgaben zu gestellten Themen methodisch und fristgerecht zu bearbeiten und sich in neue Arbeitsgebiete selbständig und kritisch einzuarbeiten, was ein lebenslanges Lernen befördert.

Befähigung zum gesellschaftlichen Engagement

• Die Absolventen/innen können kulturelle und gesellschaftliche Entwicklungen vergleichen, kritisch reflektieren und begründet eigene Positionen beziehen. Sie haben die Fähigkeit entwickelt, ihre Kompetenzen in partizipativen Prozessen einzubringen.

Abbreviations used

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

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

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

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

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

Conventions

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

Notes

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

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

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

In accordance with

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

ASPO2015

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

25-Oct-2018 (2018-61)

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	pag
Compulsory Courses (60	ECTS credits)			
China Business and Eco	nomics (10 ECTS credits)			
04-CBE1-162-m01	Introduction to China's Economy	5	NUM	9
04-CBE2-162-m01	Methodological Questions of Chinese Economic Research	5	NUM	11
Modern China (5 ECTS c	redits)			
04-CLE-MC-162-m01	Modern China	5	NUM	22
Chinese and Specific La	nguage (45 ECTS credits)	•		•
04-CLE1-162-m01	Modern Chinese 1: Intensive Course	6	NUM	15
04-CLE2-162-m01	Modern Chinese 1	9	NUM	16
04-CLE3-162-m01	Modern Chinese 2	9	NUM	17
04-CLE4-162-m01	Modern Chinese 3	9	NUM	18
04-CLE5-162-m01	Commercial Chinese	12	NUM	19
Compulsory Electives (30	ECTS credits)			
China's Economy (20 EC				
04-CBE5-162-m01	Markets in China	5	NUM	12
04-CBE6-162-m01	China in the Global Economy	5	NUM	13
04-CBE7-162-m01	Challenges of Sustainable Development in China	5	NUM	14
04-CLE6-1-162-m01	Chinese and Commerce 1	5	NUM	20
04-CLE6-2-162-m01	Chinese and Commerce 2	5	NUM	21
Chinese Studies (5 ECTS	credits)			
04-CS1-162-m01	Transformation in Contemporary China 1	5	NUM	2/
04-CS2-162-m01	Transformation in Contemporary China 2	5	NUM	25
04-CS3-162-m01	Heritage and Innovation in China	5	NUM	26
Economics (5 ECTS credi		,	-	
12-M-AM-182-m01	Advanced Microeconomics	5	NUM	37
12-M-AOLM-182-m01	Advanced Operations & Logistics Management	5	NUM	4:
12-M-ATW1-161-m01	Topics in Business Information Systems 1	5	NUM	58
12-M-ATW2-161-m01	Topics in Business Information Systems 2	5	NUM	60
12-Bl-161-m01	Analytical Information Systems	5	NUM	27
12-M-AFW-161-m01	Employment Law	5	NUM	33
12-M-AWI1-161-m01	Selected Topics in Business Information Systems 1	5	NUM	64
12-M-AWI2-161-m01	Selected Topics in Business Information Systems 2	5	NUM	66
12-M-APW1-161-m01	Selected Topics in Business Management and Economics 1	5	NUM	47
12-M-APW2-161-m01	Selected Topics in Business Management and Economics 2	5	NUM	49
12-M-APW3-161-m01	Selected Topics in Business Management and Economics 2	5	NUM	4:
12-M-APW4-161-m01	Selected Topics in Business Management and Economics 4	5	NUM	5
12-M-ATIÖ1-182-m01	Topics in International Economics	5	NUM	56
12-M-CF4-182-m01	Selected Topics in Corporate Finance		NUM	82
12-M-Cl 4-182-m01	Behavioral Economics	5	NUM	70
12-M-BEC-182-1101 12-GPU-182-m01	Business Software 1: IS-based Enterprise Management	5	NUM	- ·
12-M-CHA-182-mo1	Change Management	5	NUM	29 81
12-M-CHA-182-m01	Communication in Business and Economics	5	NUM	<u> </u>
12-101-000-162-11101		5	NUM	74

12-M-CT-182-m01	Contract Theory	5	NUM	8
12-M-CIU-182-m01	Managerial Accounting in the Company Management	5	NUM	8
12-M-DFES-182-m01	Design of Field Experiments and Studies	5	NUM	9
12-M-DM1-182-m01	Digital Marketing I	5	NUM	9
12-M-CF1-182-m01	Discounted Cashflow	5	NUM	7
12-M-AO-182-m01	Incentives in Organizations	5	NUM	1
12-M-BE-182-m01	Industrial Management 4	5	NUM	
12-IV-161-m01	Information Processing within Organizations	5	NUM	:
12-M-CF2-182-m01	Portfolio and Capital Market Theory	5	NUM	7
12-M-APS-182-m01	Project: Selected Topics in Business Management and Econo- mics I	10	NUM	
12-M-APS2-182-m01	Project: Selected Topics in Business Management and Econo- mics II	10	NUM	
12-M-CF3-182-m01	Risk Management and Corporate Finance	5	NUM	8
12-M-CF5-182-m01	Risk measurement and risk valuation: Concepts and applicati- ons for banks	5	NUM	8
12-M-AUAS-182-m01	Advanced Seminar: Selected Aspects of Managerial Accoun- ting	10	NUM	
12-M-BUA-161-m01	Business Analytics	10	NUM	
12-M-ATC-182-m01	Seminar: Strategic Incentive Design	10	NUM	
12-M-DSS-161-m01	Decision Support Systems	5	NUM	9
12-M-DM2-182-m01	Digital Marketing II	5	NUM	9
12-M-DMM-182-m01	DSGE Modelling	5	NUM	9
12-M-IBS-182-m01	E-Business Strategies	5	NUM	1
12-M-EC1-182-m01	E-Commerce I	5	NUM	1
12-M-EC2-182-m01	E-Commerce II	5	NUM	1
12-M-EG-182-m01	Economic Geography	5	NUM	1
12-M-EPF-161-m01	Empirical HR Research with Stata	5	NUM	1
12-M-ERA-182-m01	Empirical Regional- and International Economic Research	5	NUM	1
12-M-EFP-182-m01	European Public Finance	5	NUM	1
12-M-EWS-182-m01	European Economic Statistics	5	NUM	1
12-M-EMP-182-m01	European Macroeconomic Policy	5	NUM	1
12-M-EE-182-m01	Experimental Economics	5	NUM	1
12-M-ER-161-m01	Advanced Financial Accounting (German GAAP, IFRS)	5	NUM	1
12-M-FER-161-m01	Case Studies on Business Taxation	5	NUM	1
12-M-FMO-182-m01	Analysis of Financial Market Data	5	NUM	1
12-M-EG2-182-mo1 Monetary Policy, Foreign Exchange Markets, and the Interna- tional Monetary System		5	NUM	1
12-M-EG1-182-m01	Monetary Policy and the Financial System	5 NUM		1
12-M-GLSC-182-m01	Global Logistics & Supply Chain Management	5 NUM		1
12-M-GVM-161-m01	Global Value Management	5	NUM	1
12-M-HRM-182-m01	Human Resource Management and Industrial Relations		NUM	1
12-M-INST-182-m01	Strategic Managerial Accounting	5	NUM	1
12-M-IB-161-m01	International Taxation	5	NUM	1
	International Marketing	5	NUM	1
12-M-IMM-161-m01		ו כ	-	

12-M-ITM-161-m01	IT-Management	5	NUM	152
12-M-KOBO-182-mo1 Coordination, Budgeting and Incentives in Organizations			NUM	156
12-M-EIO-182-m01	Market Research and Demand Analysis	5	NUM	115
12-M-F4-182-m01	Optimal Tax Theory	5	NUM	135
12-M-ES-161-m01	Advanced Seminar: Enterprise Systems	10	NUM	125
12-M-F2-182-m01	Public Debt	5	NUM	131
12-M-F1-182-m01	Policy of Taxation	5	NUM	129
12-M-F3-182-m01	Social Insurance and the Welfare State	5	NUM	133
12-M-ECC-182-m01	Business Communication in Print, Online and Social Media	5	NUM	103
12-M-NGM-182-m01	Advanced Computational Economics	5	NUM	178
12-M-OEA-182-m01	Advanced Labour Economics	5	NUM	186
12-M-MFF-182-m01	Advanced Macroeconomics	5	NUM	166
12-M-OE1-182-m01	Econometrics 1	5	NUM	180
12-M-LA-182-m01	Industrial Management 2	5	NUM	158
12-M-MS-161-m01	Strategic Networks in Industry	5	NUM	172
12-M-MADM-182-m01	Managerial Analytics & Decision Making	5	NUM	162
12-M-MM-161-m01	Brand Management & Market Research	5	NUM	170
12-M-MIK-182-m01	Microeconometrics	5	NUM	168
12-M-MUS-161-m01	Mobile and Ubiquitous Systems	5	NUM	176
12-M-OE2-182-m01	Econometrics 2	5	NUM	18:
12-M-OE3-182-m01	Econometrics 3	5	NUM	18
12-M-PEM-182-m01	Policy Evaluation Methods	5	NUM	19/
12-M-PSE-182-m01	Programming Survey and Experiments	5	NUM	20
12-M-PDBUS1-182-m01	Project Module Digital Business Strategy I	10	NUM	19
12-M-PDBUS2-182-m01	Project Module Digital Business Strategy II	10	NUM	19
12-M-PFACT1-182-m01	Project Module Finance, Accounting & Taxation I	10	NUM	19
12-M-PFACT2-182-m01	Project Module Finance, Accounting & Taxation II	10	NUM	19
12-M-PIBST1-182-m01	Project Module International Business & Strategy I	10	NUM	19
12-M-PIBST2-182-m01	Project Module International Business & Strategy II	10	NUM	19
12-M-PIEP1-182-m01	Project Module International Economic Policy I	10	NUM	20
12-M-PIEP2-182-m01	Project Module International Economic Policy II	10	NUM	20
12-M-PMALE1-182-m01	Project Module Management & Leadership I	10	NUM	20
12-M-PMALE2-182-m01	Project Module Management & Leadership II	10	NUM	20
12-M-POPIM1-182-m01	Project Module Operations & Information Management I	10	NUM	20
12-M-POPIM2-182-m01	Project Module Operations & Information Management II	10	NUM	20
12-M-PUGF-182-m01	Project Module Strategic Entrepreneurship	10	NUM	21
12-M-PROM-182-m01	Project Management and Control	5	NUM	20
12-M-PACW-182-m01	Project Modul: Audiovisual Business Communication	10	NUM	18
12-M-PCW-182-m01	Project Modul: Crossmedial Business Communication	10	NUM	190
12-M-RAEP-182-m01	Research Seminar Applied Economic Policy	10	NUM	21
12-M-LSCM-161-m01	Seminar: Logistics & Supply Chain Management	10	NUM	16
12-M-MEW-161-m01	Seminar: Macroeconomics and Quantitative Economic Rese- arch	10	NUM	16/
12-M-MSS-161-m01	Advanced Seminar: Marketing Strategy	10	NUM	17/
	Advanced Seminar: Labour Economics			+ <u> </u>

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	Advanced Cominey, Tenics in Devenued Feanemics and Over			<u> </u>
12-M-SPO-182-m01	Advanced Seminar: Topics in Personnel Economics and Orga- nizational Theory	10	NUM	25
12-M-TBS-161-m01	Selected Topics in Analytical Tax Research	5	NUM	26
12-M-RM2-161-m01	Financial Reporting and Risk Management	3	NUM	22
12-M-SBM-182-m01	Industrial Management 1	5	NUM	22
12-M-SPM-182-m01	Industrial Management 3	5	NUM	25
12-M-RTP-182-m01	Real-Time Process Analytics	5	NUM	22
12-M-REKA-182-m01	Accounting and Capital Markets	5	NUM	21
12-M-RM1-161-m01	Legal Foundations of Risk Management and Compliance	2	NUM	21
12-M-RFW-161-m01	Tax-Optimized Business Organization	5	NUM	21
12-M-RTET-182-m01	Research Seminar Economic Theory	10	NUM	22
12-M-REM-182-m01	Research Seminar in Empirical Methods	10	NUM	21
	Advanced Seminar: Selected Problems in Analytical Tax Rese-			
12-M-SSL-161-m01	arch	10	NUM	25
12-M-SEI-161-m01	Selected Topics of European Integration	5	NUM	23
12-M-SAS-182-m01	Advanced Seminar: Entrepreneurship and Management	10	NUM	22
12-M-SER-161-m01	Advanced Seminar: Financial Accounting and Auditing	10	NUM	23
12-M-SV5-161-m01	Advanced Seminar: Public Finance	10	NUM	26
12-M-SV1-161-m01	Advanced Seminar: Monetary policy	10	NUM	25
12-M-SI-161-m01	Advanced Seminar: Industrial Management	10	NUM	23
12-M-SIO-161-m01	Advanced Seminar: Industrial Organization	10	NUM	2/
12-M-SIÖ-161-m01	Seminar: International Economics	10	NUM	23
12-M-SOE-182-m01	Advanced Seminar: Econometrics	10	NUM	2/
12-M-SWJ-182-m01	Practical Seminar: Economic Journalism	10	NUM	26
12-M-SCC-161-m01	Seminar: Supply Chain Competition	5	NUM	22
12-M-SBL-182-m01	Advanced Seminar: Corporate Finance	10	NUM	2:
12-M-STB-161-m01	Tax Accounting	5	NUM	2
12-M-SP-161-m01	Economics of Tax Planning	5	NUM	2/
12-M-SDC-182-m01	Strategic Decisions and Competition	5	NUM	2
12-M-SMGS-182-m01	Strategic Management of Global Supply Chains	5	NUM	2/
12-M-SM-161-m01	Strategic Marketing	5	NUM	2/
12-M-TDS-182-m01	Topics in Data Science	5	NUM	26
12-M-TENT-182-m01	Topics in Entrepreneurship	5	NUM	26
12-M-THRM-182-m01	Topics in HRM and Organization	5	NUM	27
12-M-THC-182-m01	Topics in Human Capital Development	5	NUM	27
12-M-Tl2-182-m01	Applied Industrial Organization	5	NUM	27
12-M-UGF1-182-m01	Corporate Entrepreneurship	5	NUM	20
12-M-UGF2-182-m01	Corporate Strategy	5	NUM	29
12-M-UGF3-182-m01	Digital Entrepreneurship	5	NUM	29
12-M-WPE-182-m01	European Competition Policy	5	NUM	29
12-M-TP-182-m01	Trade Policy and the World Trading System	5	NUM	28
12-M-WPJ-182-m01	Project Modul: Journalism in Economic Policy	10	NUM	30
12-RM-KS-161-m01	Risk Management - Concepts and Systems	5	NUM	30
12-M-WUE-161-m01	Economic and Business Ethics	10	NUM	30
	Stochastic Models for Risk Analysis	5	NUM	30
12-RM-RA-161-m01				, J~
12-RM-RA-161-m01 12-RM-RW-161-m01	Stochastic Models for Risk Assessment	5	NUM	31

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to M The sea most	Theory of Industrial Organization	_	NILINA	0.70		
12-M-Tl1-182-m01	Theory of Industrial Organization	5	NUM	273		
12-M-TIF1-182-m01	Topics in Information Systems 1	5	NUM	277		
12-M-TIF2-182-m01	Topics in Information Systems 2	5	NUM	279		
12-M-TMA-182-m01	Topics in International Marketing	5	NUM	284		
12-M-TLE-182-m01	Topics in Labour Economics	5	NUM	283		
12-M-TIM-182-m01	1 Topics in Migration		NUM	281		
12-M-UF-161-m01	12-M-UF-161-mo1 Advanced VAT		NUM	289		
12-M-UA-161-m01	Financial Statement Analysis and Business Valuation	5	NUM	287		
12-M-WPF-161-m01	Advanced Auditing	5	NUM	300		
12-M-WEW-182-m01	Philosophy of Science and Ethics in Business Management	10	NUM	207		
12-101-002-11101	and Economics	10	NUM	297		
Thesis (30 ECTS credits)						
o4-CLE-MT-162-mo1 Master-Thesis China Language and Economy		30	NUM	23		

					Abbreviation		
Introdu	Introduction to China's Economy 04-CBE1-162-mo1						
Modul	Module coordinator Module offered by						
	holder of the Chair of China Business and Economics Institute of East and South Asian Cultural Studies						
ECTS	1	od of grading	Only after succ. con		a south Asian cultur		
5		rical grade					
Duratio	on	Module level	Other prerequisites	i			
1 seme	ester	graduate					
Conter	nts						
China's	s econo	mic development has b	een extraordinary ove	r the past decades. 7	The module explores	s how history,	
		m, factor endowment ar					
		ize the economic situati ory and new institutiona					
		oment. The module furth					
		be and financial sector.					
Intend	ed lear	ning outcomes					
Studer	nts get a	acquainted with differen	t methods and approa	aches to explain Chir	na's past economic s	success and	
		mic situation. Against th			nalytical approach a	nd to struc-	
		an academic paper on a					
		, number of weekly cont	act hours, language –	- if other than Germa	in)		
V (2) +							
		t in: English and Chines					
		s essment (type, scope, l on on whether module			tion offered — if not	every seme-	
				a bollus)			
		pprox. 20 pages) ssessment: English and	Chinese				
	ible for						
Allocat	tion of p	olaces					
Additio	onal inf	ormation					
Worklo	bad						
150 h	_						
	ng cycl	e					
		-					
Referre	ed to in	LPOI (examination reg		degree programmes)			
Modul	o 20002	ors in					
Module appears in							
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) China Business and Economics (2019)							
Master's degree (1 major) China Language and Economy (2019)							
Master's degree (1 major) Chinese Politics and Society (2019)							
Master's degree (1 major) China Business and Economics (2021)							
	Master's degree (1 major) China Language and Economy (2021)						
1	-	ee (1 major) Chinese Pol	•	-			
Master	's degr	ee (1 major) China Busir	iess and Economics (2	2025)			
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Module					Abbreviation		
Methodological Questions of Chinese Economic Research				h	04-CBE2-162-m01		
Module	coord	inator		Module offered by			
		Chair of China Business a	nd Economics		nd South Asian Cultural Studies		
ECTS		od of grading		compl. of module(s)			
5		rical grade					
Duratio	L	Module level	Other prerequisit	26			
1 seme		graduate		.65			
		Sidduite					
Conten			·				
regard t social s	to stan science	dard economic theory. Th and economic research	nerefore this modu methodologies. At	lle discusses how Chir	aise a number of questions with na's economy can be grasped with ores examples how China's case		
		fluences economic theor	ry.				
		ning outcomes					
					relevant research examples and address a topic of interest.		
Course	s (type	, number of weekly conta	ct hours, language	e — if other than Germ	an)		
S (2) Module	e taugh	t in: English and Chinese					
		essment (type, scope, la on on whether module ca			ation offered — if not every seme-		
	ge of a	pprox. 20 pages) ssessment: English and (bonus	Chinese				
Allocat	ion of p	olaces					
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachir	ng cycl	e					
Referre	d to in	LPOI (examination regu	lations for teachin	g-degree programmes)		
					,		
Module	e appea	irs in					
Master'	's degr	ee (1 major) China Busine	ess and Economics	5 (2016)			
Master's degree (1 major) China Language and Economy (2016)							
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)						
	-	ee (1 major) China Langu					
	-	ee (1 major) China Busine	- ,				
	-	ee (1 major) China Langu		-			
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Module title					Abbreviation	
Markets in China 04-CBE5-162-m01					04-CBE5-162-m01	
Module coordinator Module offered				Module offered by		
holder of	of the Ch	hair of China Business a	nd Economics	Institute of East and	d South Asian Cultural Studies	
		d of grading	Only after succ. com	pl. of module(s)		
5 r		cal grade				
Duration		Module level	Other prerequisites			
2 semes	ster §	graduate				
Contents	S					
Chinese res relev theoretic	consur /ant asp cal and .ight to	mer and develop succes bects of consumer resea empirical research don	sful marketing strate rch, marketing and a e by others, students	gies for their produc dvertising with rega jointly develop a pr	ese market is to understand the ts. Therefore this module explo- rd to China. While grasping the oject in which they can apply lefined after consultation with	
Intended	d learni	ing outcomes				
standing by the st	g to a pi tudents oup wo	ractical case that they co themselves with only s	ollectively analyze wi upportive guidance b	thin a realistic proje by the lecturer. There	allenges. They apply this under- ct. The project work is managed by student experience the hurd- cific timeframe and to solve rela-	
Courses	(type, I	number of weekly conta	ct hours, language —	· if other than Germa	n)	
V (4) Module t	taught	in: English and Chinese				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
b) oral ex	xamina ge of as	ination (approx. 60 min ation of one candidate e sessment: English and (onus	ach (approx. 15 minu	tes)		
Allocatio	on of pl	aces				
Addition	nal info	rmation				
Workload						
150 h						
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
 Modulo appears in						
Module appears in Master's degree (1 major) China Business and Economics (2016)						
	-	e (1 major) China Busine e (1 major) China Langua				
	-	e (1 major) China Busine				
	-	e (1 major) China Langua				

China in the Global Economy 0q+CBE6+162+m01 Module correctivation Module offered by holder of the Chair of China Business and Economics Institute of East and South Asian Cultural Studies ECTS Meethod of grading Only after succ. compL of module(s) 5 numerical grade Duration Module level Other prerequisites 2 semester graduate Over the past decades Chinese have emerged as important players in the global economic and a political perspective. Its specifically addresses strategies of Chinese firms for global economic governance. This module offers an introduction into Chine's international conomic relations both from an economic and a political perspective. Its specifically addresses strategies of Chinese firms for global markets and explores whether and how these differ compared to suggestions in stratedre international business and economics concepts to the Chinese context and adapt them to the situation of China's economy in the global context and to evaluate China's international conomic strategies. They can apply international business and economics concepts to the Chinese context and adapt them to the situation of China's formation on whether and investment from both the Chinese and an international perspective. Courses (ype, number of weekly contact hours, language – if other than German, examination offered – if not every semester, information on whether module can be chosen to ean a bonus) a) writtle examination of persod-sites modulate achid (approx. 15 minutes) language of	Module title					Abbreviation	
holder of the Chair of China Business and Economics Institute of East and South Asian Cultural Studies ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 2 semester graduate Contents Over the past decades Chinese have emerged as important players in the global economy and the Chinese government as an important power in global economic governance. This module offers an introduction into China's international economic relations both from an economic and a political perspective. It specifically addresses strategies of Chines effines for global markets and explores whether and how these differ compared to suggestions in standard international business and economics literature International conomic strategies. They can apply international business and economics concepts to the Chinese context and adapt them to the situation of Chinese firms. The module enables them to analyze emerging issues in international trade and investment from both the Chinese and an international perspective. Courses (type, number of weekly contact hours, language – if other than German) V (2) + S (2) Module taught in: English and Chinese Method of assessment (type, scope, language – if other than German) V (2) + S (2) Module taught in: English and Chinese Methof of assessestic English and Chinese	China i	China in the Global Economy 04-CBE6-162-m01					
ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 2 semester graduate Contents Method colspan= 0 (provide onomic graduate and explores whether and how these differ compared to suggestions in strandari international business and economic strategins an	Module	e coord	inator		Module offered by		
5 numerical grade	holder	ofthe	Chair of China Business a	nd Economics	Institute of East and	d South Asian Cultural Studies	
Duration Module level Other prerequisites 2 semester graduate - Contents - Over the past decades Chinese have emerged as important players in the global economy and the Chinese governance. This module offers an introduction into China's international economic relations both from an economic and a political perspective. It specifically addresses strategies of Chinese firms for global markets and explores whether and how these differ compared to suggestions in standard international business and economics literature Intended learning outcomes Students learn to assess the importance of China's economy in the global context and to evaluate China's international trade and investment from both the Chinese and an international perspective. Courses (type, number of weekly contact hours, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to eam a bonus) a) written examination (approx. 6 on minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: English and Chinese - Additional information - - - - - - - - - Courses (type, number of weekly contact hours, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to eam a bonus) <tr< td=""><td>ECTS</td><td>Meth</td><td>od of grading</td><td>Only after succ. com</td><td>pl. of module(s)</td><td></td></tr<>	ECTS	Meth	od of grading	Only after succ. com	pl. of module(s)		
2 semester graduate Contents Contents Contents Contents Contents Contents Contents Contents Contents Context Contents Context Context Consection Context Co	5	nume	rical grade				
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ternational economic strategies. They can apply international business and economics concepts to the Chinese context and adapt them to the situation of Chinese firms. The module enables them to analyze emerging issues in international trade and investment from both the Chinese and an international perspective. Courses (type, number of weekly contact hours, language — if other than German) V (2) + S (2) Module taught in: English and Chinese Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 6o minutes) or b) oral examination of per candidate each (approx. 15 minutes) Language of assessment: English and Chinese creditable for bonus Allocation of places - Additional information - Workload 150 h Teaching cycle - Referred to in LPO 1 (examination regulations for teaching-degree programmes) - Module appears in Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Business and Economics (2019)	Intende	ed lear	ning outcomes				
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Module taught in: English and Chinese Method of assessment (type, scope, language – if other than German, examination offered – if not every seme- ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: English and Chinese creditable for bonus Allocation of places Additional information Morkload 150 h Teaching cycle Referred to in LPO1 (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Business and Economy (2019)	Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)	
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Additional information Workload 150 h Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Business and Economy (2016) Master's degree (1 major) China Business and Economy (2019)	b) oral Langua	examir age of a	nation of one candidate e ssessment: English and (ach (approx. 15 minu	tes)		
Workload 150 h Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Business and Economy (2016) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Business and Economics (2019)	Allocat	ion of	olaces				
Workload 150 h Teaching cycle Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Business and Economy (2016) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Business and Economics (2019)							
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Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in 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) China Business and Economics (2019) Master's degree (1 major) China Business and Economy (2019)	150 h						
Referred to in LPO I (examination regulations for teaching-degree programmes) Module appears in 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) China Business and Economics (2019) Master's degree (1 major) China Business and Economy (2019)	Teachi	ng cycl	e				
Module appears in 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) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)							
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Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) 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 Language and Economy (2016) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)	Module appears in						
	Master Master Master Master	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) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)					

Module	e title				Abbreviation
Challenges of Sustainable Development in China					04-CBE7-162-m01
Module coordinator				Module offered by	
		Chair of China Business a	nd Economics		d South Asian Cultural Studies
ECTS		od of grading	Only after succ. com		
5	1	rical grade			
Duratio	n	Module level	Other prerequisites		
2 seme	ster	graduate			
Conten	ts				
bal con the (lac Chinese	npetitio ck of) e e gover	on. This module interpret nvironmental and social	s these issues as cha sustainability of Chin plores the economic s	llenges to sustainab a's growth, as well a sustainability of Chir	and changes the setting of glo- ble development. It addresses as countermeasures taken by the na's rise as a question of innova- of other economies.
Intende	ed lear	ning outcomes			
stainab ons and targets	oility ar d policy . At the	d assess the external eff y round table simulations same time they identify	ects of economic pol they experience the Chinese company an	icies and developme dilemma arising fro d government strate	nental, social and economic su- ent. Through intensive discussi- m conflicting policy and business gies to overcome the dilemma.
		, number of weekly conta	ct hours, language —	if other than Germa	n)
V (2) + Module	• •	t in: English and Chinese			
		essment (type, scope, la on on whether module c			tion offered — if not every seme-
b) oral	examir Ige of a	mination (approx. 60 mir nation of one candidate e ssessment: English and bonus	ach (approx. 15 minu	tes)	
Allocat	ion of j	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h		-	· · · · · · · · · · · · · · · · · · ·		
Teachi	ng cycl	e			
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module appears in					
Master Master Master Master Master	's degr 's degr 's degr 's degr 's degr	ee (1 major) China Busine ee (1 major) China Langu ee (1 major) China Busine ee (1 major) China Langu ee (1 major) Chinese Poli ee (1 major) Social Sciene	age and Economy (20 ess and Economics (2 age and Economy (20 tics and Society (2019	916) 019) 919) 9)	

Module	e title				Abbreviation	
Moder	n Chine	se 1: Intensive Course			04-CLE1-162-m01	
Module	e coord	inator		Module offered by		
		Chair of China Business a	nd Economics		d South Asian Cultural Studies	
ECTS		od of grading	Only after succ. con			
6	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
		language course (4 week ological and practical inti			ss period in the winter term provi- age and writing.	
Intende	ed lear	ning outcomes				
		ire the foundations of sp hography, semantics, an			ell as elementary knowledge of	
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
Ü (6) Module	e taugh	t in: Chinese				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
b) oral	examir Ige of a	nination (approx. 60 min lation of one candidate e ssessment: Chinese bonus		tes)		
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
180 h						
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module	e appea	irs in				
		ee (1 major) China Langua	age and Economy (20	016)		
Master	's degr	ee (1 major) China Langua	age and Economy (20	019)		

Module	e title				Abbreviation		
Moderr	n Chine	Se 1			04-CLE2-162-m01		
Module	Module coordinator Module offered by						
		Chair of China Business a	nd Economics		d South Asian Cultural Studies		
ECTS		od of grading	Only after succ. con		South Asian Cultural Studies		
9	· · · · · · · · · · · · · · · · · · ·	rical grade	04-CLE1				
Duratio	n	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
and scr ced. Ch	ript is a iinese p	ctivated and a vocabular phonetics is intensively t	y of ca. 400 characte	rs is reached. First e	nowledge on Chinese language conomic vocabulary is introdu- iculation and intonation.		
		ning outcomes					
and are	e able t		y avail a solid tonalit		nowledge of ca. 400 characters . Successful participation in the		
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	ın)		
Ü (6) Madula	touch	t in: Chinese					
Method ster, ini a) writt	d of ass formati en exar		an be chosen to earn nutes) or	a bonus)	tion offered — if not every seme-		
	ge of a	ssessment: Chinese					
Allocat	ion of p	olaces					
Additio	nal info	ormation					
Worklo	ad						
270 h							
Teachi	ng cycl	9					
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module	e appea	in					
	-	ee (1 major) China Langu					
Master	's degre	ee (1 major) China Langu	age and Economy (20	019)			

Module title Abbreviation							
Modern	1 Chine	Se 2			04-CLE3-162-m01		
Module	coord	nator		Module offered by			
holder	of the C	hair of China Business a	nd Economics	Institute of East and	d South Asian Cultural Studies		
ECTS		d of grading	Only after succ. com	pl. of module(s)			
9	<u> </u>	rical grade	04-CLE2				
Duratio		Module level	Other prerequisites				
1 seme		graduate					
Conten	ts						
phenon ded by	nena ai use of n is tra	re trained by intensive w textbook and the introdu ined to extend active app	itten and oral exercis	es. Theory and praxi uate texts and audio	zoo characters and grammatical is of Chinese grammar is exten- material. Written and oral ex- ena. Basic translation abilities		
Intende	ed learr	ning outcomes					
the abil pound	lity to re senten	eproduce known texts or ces. They have a good lis	texts close to the tea tening comprehension	ching material and t on of the textbook ma	based knowledge. They have o independently formulate com- aterial and an active knowledge ange of known vocabulary.		
Courses	s (type,	number of weekly conta	ct hours, language —	if other than Germa	n)		
Ü (6) Module	taugh	t in: Chinese					
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-		
b) oral	examin ge of a	nination (approx. 60 min ation of one candidate e ssessment: Chinese bonus		tes)			
Allocat	ion of p	laces					
Additio	nal info	ormation					
Worklo	ad						
270 h							
Teachir	ng cycle	9					
Referre	d to in	LPO I (examination regu	lations for teaching-c	legree programmes)			
Module	appea	rs in					
	Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) China Language and Economy (2019)						
L	<u> </u>		- / / /	-			

Module	e title				Abbreviation			
Modern Chinese 3 04-					04-CLE4-162-m01			
Module	coord	inator		Module offered by				
		Chair of China Business a	nd Economics		d South Asian Cultural Studies			
ECTS		od of grading	Only after succ. com					
9	· · · · · · · · · · · · · · · · · · ·	rical grade	04-CLE3					
Duratio	n	Module level	Other prerequisites					
1 seme	ster	graduate	Courses offered abr	oad at PKU (ECLC).				
Conten	ts							
institut The inte languag ching n tend th nese ch	ions an eraction ge know naterial eir syst naracte	nd guarantees an intensif n with further native spea wledge, such as oral expr l focuses on the social, re rematic language training rs. Students learn to dist	ication of language to kers as teachers and ession or reading an egional, cultural and o arriving at a vocabu inguish between rele	raining and an activa l in the Chinese envi d writing abilities on economic context of lary based on an act vant active and pass	language teaching at the home ation of language competencies. ronment helps to put all fields of a broad basis. Specialized tea- Peking. Students continue to ex- ive knowledge of ca. 1200 Chi- sive vocabulary. Text production mplex compound sentences.			
Intende	ed learr	ning outcomes						
ral text more, s speake Course Ü (6)	s in the student rs quite s (type,	ir field of study based on	a knowledge of abo ree of fluency and sp for either party.	ut 1200 frequently us ontaneity that makes	e knowledge and can read natu- sed Chinese characters. Further- s regular interaction with native n)			
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-			
b) oral	examin ge of a	nination (approx. 60 min ation of one candidate e ssessment: Chinese bonus		tes)				
Allocat	ion of p	olaces						
Additio	nal info	ormation						
Worklo	ad							
270 h								
Teachi	ng cycl	e						
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)				
		5		,				
Module	e appea	irs in						
		ee (1 major) China Langua	age and Economy (20	016)				
	Master's degree (1 major) China Language and Economy (2019)							

Modu	le title				Abbreviation
Comn	nercial (Chinese			04-CLE5-162-m01
Module coordinator				Module offered	by
		nese Language and (ing University (PKU)	Culture Programme	Institute of East	t and South Asian Cultural Studies
ECTS	Meth	od of grading	Only after succ. c	ompl. of module(s)	
12		erical grade			
Durat	ion	Module level	Other prerequisit	es	
1 sem	ester	graduate	Courses offered a	broad at PKU (ECLC	<u>(</u>).
Conte	ents				
busin dents pics s	ess situ give pro uch as i	ations and by readin esentations on a proj marketing.	g texts on current issue	s on China's econo	ned by practical exercises in everyda omic development. Furthermore, stu eners on business strategies and to-
Inten	ded lear	ning outcomes			
		have vocational lang ly use ca. 150 relevar	-	Chinese and besid	les a professional terminology are
Cours	s es (type	e, number of weekly c	ontact hours, language	- if other than Ge	rman)
Ü (8) Modu	le taugł	nt in: Chinese			
			e, language — if other i lle can be chosen to ea		nination offered — if not every seme
b) ora Langu	l exami	assessment: Chinese	n minutes) or ate each (approx. 15 mi	nutes)	
Alloca	ation of	places			
 Addit	ional in	formation			
Work	load				
360 h					
-	ing cyc	le			
	- / -				
Refer	red to in	LPOI (examination	regulations for teaching	g-degree programn	nes)
Modu	le appe	ars in			
			nguage and Economy (2016)	
		ree (1 major) China La			

Modul					Abbreviation
Chines	e and C	ommerce 1			04-CLE6-1-162-m01
Modul	e coord	inator		Module offered by	l
Europe	ean Chir	nese Language and Cul	ture Programme		d South Asian Cultural Studies
		ng University (PKU)	1		
ECTS		od of grading	Only after succ. cor	npl. of module(s)	
5		rical grade			
Duration		Module level graduate	Other prerequisites		
Conter		glauuale			
institut res froi China's	tes in in m a cho s intern	ternational relations an ice in English language	nd economics in the Pl courses held by a uni as China's relations w	RC. Students, during versity teacher of the ith a major power. Th	onomics are among the leading their term at ECLC, attend lectu- ese schools on major aspects of nus the students get familiarized
Intend	ed learı	ning outcomes			
cal and		mic issues appropriate			official Chinese views on politi- erstanding of the academic dis-
Course	es (type	, number of weekly con	tact hours, language –	– if other than Germa	an)
V (3)					
		t in: English and Chines			
		essment (type, scope, on on whether module			ition offered — if not every seme
b) oral Langua	examin	nination (approx. 60 m ation of one candidate ssessment: English and bonus	each (approx. 15 minu	ites)	
Allocat	tion of p	olaces			
Additio	onal inf	ormation			
Worklo	bad				
150 h					
-	ng cycl	e			
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)	
				,,	
Modul	e appea	ars in			
		ee (1 major) China Lang	uage and Economy (20	016)	
	-	ee (1 major) China Lang			
	•	ee (1 major) China Lang	•		
Master	's degre	ee (1 major) China Lang	uage and Economy (20	025)	

Modul	e title				Abbreviation							
Chines	e and C	ommerce 2			04-CLE6-2-162-m01							
Modul	e coord	inator		Module offered by								
		nese Language and Cu ng University (PKU)	Ilture Programme	· · ·	d South Asian Cultural Studies							
ECTS	-	od of grading	Only after succ. cor	npl. of module(s)								
5		rical grade										
Duratio	on	Module level	Other prerequisites	;								
1 seme	ester	graduate	Courses offered abr	oad at PKU (ECLC).								
Conter	nts											
institut res froi China's	tes in ir m a cho s econo	ternational relations ice in English languag mics, such as current	and economics in the Pl ge courses held by a uni	RC. Students, during versity teacher of the economy. Thus the s	onomics are among the leading their term at ECLC, attend lectu- ese schools on major aspects of tudents get familiarized with offi							
Intend	ed lear	ning outcomes										
cal and		mic issues appropriat			official Chinese views on politi- erstanding of the academic dis-							
Course	s (type	, number of weekly co	ntact hours, language –	- if other than Germa	in)							
V (3)												
Modul	e taugh	t in: English and Chine	ese									
			, language — if other th e can be chosen to earn		tion offered — if not every seme-							
b) oral Langua	examir	ssessment: English aı	e each (approx. 15 minu	ites)								
Allocat	tion of p	olaces										
Additio	onal inf	ormation										
Worklo	ad											
150 h												
-	ng cycl	6										
		-										
Referre	ed to in	LPOI (examination r	egulations for teaching-	degree programmes)								
		• . (examination it)										
Modul	e appea	urs in										
			guage and Economy (20	016)								
	-		,									
	-			•	Aaster's degree (1 major) China Language and Economy (2019)							
	laster's degree (1 major) China Language and Economy (2021) laster's degree (1 major) China Language and Economy (2025)											

Module					Abbreviation
Modern China 04-CLE-MC-162-m01					04-CLE-MC-162-m01
Module coordinator				Module offered by	
holder	of the (Chair of China Business a	nd Economics	Institute of East and	d South Asian Cultural Studies
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
overvie	w of th	e political system, currer	nt events, issues of si	cietal development,	of Chinese Studies, such as an and an overview on history. They BA program Modern China.
Intende	ed leari	ning outcomes			
		eve an introducction to Cl hem to their further stud			mselves in current issues on Chi-
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	an)
V (2) + 2 Module	• •	t in: English			
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) oral	examin ge of a	nination (approx. 60 min ation of one candidate e ssessment: English bonus		tes)	
Allocat	ion of p	olaces			
Additio	nal inf	ormation	·		
Worklo	ad				
150 h					
Teachir	ng cvcl	9			
Referre	d to in	LPOI (examination regu	lations for teaching-o	degree programmes)	
Module	e appea	ins in			
	-	ee (1 major) China Langu			
	-	ee (1 major) China Langu	• , .		
	-	ee (1 major) Chinese Polit			
		ee (1 major) China Langua ee (1 major) Chinese Polit			
	-	ee (1 major) China Langu	•	-	
	2 5			/	

Modul	e title				Abbreviation		
Master-Thesis China Language and Economy 04-CLE-MT-162-m01					04-CLE-MT-162-m01		
Modul	e coord	inator		Module offered by	<u> </u>		
holder	of the (Chair of China Business a	and Economics	Institute of East and	d South Asian Cultural Studies		
ECTS	ï	od of grading	Only after succ. con	pl. of module(s)			
30		rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ester	unknown					
Conter	nts						
No info	ormatio	n on contents available.					
Intend	ed lear	ning outcomes					
No info	ormatio	n on intended learning o	utcomes available.				
Course	es (type	, number of weekly conta	ict hours, language –	- if other than Germa	ın)		
No cou	irses as	signed to module					
ster, in Master	formati r's thesi	ion on whether module ca is (approx. 80 pages) ssessment: English			ition offered — if not every seme-		
	tion of p						
Additio	onal inf	ormation					
Time to	o compl	ete: 6 months.					
Worklo	ad						
900 h							
Teachi	ng cycl	e					
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)			
Modul	e appea	ars in					
Master	r's degr	ee (1 major) China Langu	age and Economy (20	016)			
Master's degree (1 major) China Language and Economy (2019)							
	Master's degree (1 major) China Language and Economy (2021)						
Master's degree (1 major) China Language and Economy (2025)							

Module	e title				Abbreviation
Transfo	ormatio	on in Contemporary China	11		04-CS1-162-m01
Module coordinator				Module offered by	
holder	of the (Chair of Contemporary Ch	inese Studies	Institute of East and	d South Asian Cultural Studies
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
horitar calls fo module	ian poli or a mul e stude	tical system run by a Cor ti-disciplinary approach	nmunist Party. This u to disentangle the va	nique and at the sar rious interconnected	e political structures of an aut- ne time highly dynamic scenario d developments. Therefore, in this vith a focus on contemporary Chi-
		ning outcomes			
with re sions o	levant t of releva	heoretical and methodol ant research literature en	ogical approaches an hance the students' o	nd train their analyti oral presentation ab	
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	ın)
S (2) Module	e taugh	t in: English and Chinese			
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) oral	examir Ige of a	mination (approx. 60 min nation of one candidate e ssessment: English and (bonus	ach (approx. 15 minu	tes)	
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cvcl	e			
	0 .)	-			
Referre	ed to in	LPOI (examination regu	lations for teaching-o	degree programmes)	
			3		
Module		urs in			
		ee (1 major) China Busine	ess and Economics (2	2016)	
	-	ee (1 major) China Langu	-		
	-	ee (1 major) China Busine		-	
Master	's degr	ee (1 major) China Langu	age and Economy (20	019)	

Module	e title				Abbreviation	
Transfo	Transformation in Contemporary China 2 04-CS2-162-m01					
Module coordinator				Module offered by	<u></u>	
holder	of the (Chair of Contemporary Ch	inese Studies	Institute of East and	d South Asian Cultural Studies	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
horitar rio call this mo	ian poli s for a i odules :	itical system run by a Cor nulti-disciplinary approa	nmunist Party. This u ch to disentangle the	nique and at the sar various interconne	e political structures of an aut- ne time highly dynamic scena- cted developments. Therefore, in ies" with a focus on contempora-	
Intend	ed lear	ning outcomes				
with re sions o	levant f	heoretical and methodol ant research literature en	ogical approaches an hance the students' o	nd train their analyti oral presentation ab		
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	an)	
S (2) Module	e taugh	t in: English and Chinese				
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-	
b) oral	examir age of a	mination (approx. 60 min nation of one candidate e ssessment: English and (bonus	ach (approx. 15 minu	tes)		
Allocat	ion of j	olaces				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cvcl	e				
	<u> </u>					
Referre	ed to in	LPOI (examination regu	lations for teaching-o	degree programmes)		
			3			
Module	e appea	urs in				
		ee (1 major) China Busine	ess and Economics (2	2016)		
	-	ee (1 major) China Langu	-			
	-	ee (1 major) China Busine		-		
Master	's degr	ee (1 major) China Langu	age and Economy (20	019)		

Heritage and Innovation in China 04-CS3-162-m01 Module coordinator Module offered by						
Module coordinator Module offered by						
holder of the Chair of East Asian Cultural Studies Institute of East and South Asian Cultural Studies						
ECTS Method of grading Only after succ. compl. of module(s)						
5 numerical grade						
Duration Module level Other prerequisites						
1 semester graduate						
Contents						
This module offers an introduction to selected core institutions, practices, concepts and values of the state, so- ciety and culture of late imperial China. It discusses continuous as well as innovative or discontinuous elements, and identifies important fields of tension in the political, social and cultural systems. Students can select from a choice of seminars that focus on issues such as local history, gender history, or the history of everyday life. Each topic is viewed through a primary source, besides suitable research literature, with the source text presented in both the original language as well as an English translation. Thus, the course offers an introduction to a range of source types and genres, and to reading and analyzing them. Intended learning outcomes Students become familiar with institutions, issues, concepts and developments related to one topic of the la- te-imperial Chinese state, society and culture. They strengthen their ability to view a problem from various per- spectives. They also learn to handle primary sources, approaching them methodically, based on appropriate source critique. Students practice to give oral presentations of their insights and to summarize them in a han- dout.						
S (2) Module taught in: English and Chinese						
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme ster, information on whether module can be chosen to earn a bonus)						
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes) Language of assessment: English and Chinese creditable for bonus						
Allocation of places						
Additional information						
Workload						
150 h						
Teaching cycle						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Referred to In LFOT (examination regulations for teaching-degree programmes)						
Module appears in Master's degree (a major) (bina Business and Economics (2016)						
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) China Euriguage and Economics (2019) Master's degree (1 major) China Business and Economics (2019)						
Master's degree (1 major) China Language and Economy (2019)						

Module	title				Abbreviation	
Analytical Information Systems 12-BI-161-m01						
-		-			5. 101 mor	
Module				Module offered by		
Dean of the Faculty of Business Management and Econo- mics Faculty of Management and Economics						5
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
cus is c	on indiv	ovides an overview of the vidual quantitative metho for participation in this r	ods of data analysis.			
Intende	ed lear	ning outcomes				
(i) Data (ii) Ope	Wareh	rovides students with kno lousing & OLAP al application areas and r	nethods of data anal	•		
		, number of weekly conta	ct nours, language –	- If other than Germa	n)	
V (2) +						
		sessment (type, scope, la on on whether module ca			tion offered — if not	t every seme-
	ge of a	nation (approx. 60 minut ssessment: German and, bonus				
Allocat						
Master on. (2) cordan	the nu 's stud The rer ce with	mber of applications exc ents of Wirtschaftsinform naining places will be all (1) and (2) and the numb ot among applicants from	atik (Business Inforn ocated to students o per of applications ex	nation Systems) will f other subjects. (3) \	be given preferentia Nhen places are alle	al considerati- ocated in ac-
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
		e: summer semester				
		LPOI (examination regu	lations for toaching	dograa programmee		
			ומנוטווז וטו נפמנוווואַ-נ	aegiee piogrammes)		
Module	e appea	urs in				
		ee (1 major) Economathe	matics (2016)			
	-	ee (1 major) Business Info		016)		
	-	ee (1 major) Business Ma				
	-	ee (1 major) China Busine				
	-	ee (1 major) International		-		
	-	ee (1 major) China Langu		016)		
	-	ee (1 major) Management		2010)		
	-	ee (1 major) China Busine r China Language and Economy		2019) enerated 19-Apr-2025 • exam	. reg. data re-	page 27 / 311
(2019)				ECTS) China Language and Ec	-	



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

Module title				Abbreviation			
		ware 1: IS-based Enterp	rise Management		12-GPU-182-m01		
Module coordinator				Module offered by	, <u> </u>		
Dean of the Faculty of Business Management and Economics				Faculty of Manager	nent and Economics		
			Only after succ. con	mpl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites	i			
1 semester graduate							
Contents							
stems a busine which f Sectior The firs	are cen ss proc focuses n 1: ERF st part o	ffers a comprehensive in tral building blocks in m eesses, data managemen on practical application selection process with a of the module is dedicate	odern business mana at and decision-makir as and examples in ac application examples ed to the complex pro	agement and play a on ng. This module is di Idition to theory. of two ERP systems access of selecting a s	crucial role in the inte vided into three secti uitable ERP system fo	egration of ions, each of or a com-	
	case sti	s are familiarized with p udies, students compare					
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 compa- ny in this field. Students learn the basics of these platforms and create their own applications in order to experi- ence 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.							
the ERF	P syste	ms and deal with the res	pective software in a	practical way by mea	ans of extensive case	studies.	
Intende	ed lear	ning outcomes					
 The "Business Software 1: Management and Implementation of Information Systems" module aims to achieve the following learning outcomes: 1. ERP Systems - Overview and Differentiation: Students gain a comprehensive understanding of various ERP systems, their architectures, and philosophies. 2. Integration of Business Processes: Participants learn how ERP systems map and optimize business operati- 							
stem 4. Imple	 Selection and Customizing of ERP Systems: Students develop skills to evaluate, select, and adapt ERP systems to meet business needs. 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) Method of assessment (type, scope, language — if other than German, examination offered — if not every seme-							
ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or							
Aaster's wi 2019)	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exan ECTS) China Language and Ec	-	page 29 / 311	

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c) term paper (15 to 20 pages) Language of assessment: German and/or English Assessment offered: Once a year, winter semester creditable for bonus

Allocation of places

20 places.

Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

Additional information

Workload

monitiou

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 (2018)

Master's degree (1 major) China Business and Economics (2019)

Master's degree (1 major) China Language and Economy (2019)

exchange program Business Management and Economics (2022)

Master's with 1 major China Language and Economy

(2019)

Inform	e title			Abbreviation			
Information Processing within Organizations					12-IV-161-m01		
Module coordinator				Module offered by	<u> </u>		
		aculty of Business Manag	ement and Econo-	-	nent and Economics		
mics							
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites	Other prerequisites			
1 seme	ster	graduate					
Conten	Its						
field. It	covers				plores various aspects of the latest technologies, and their in-		
 C E II C E F 	 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 						
Intend	ed lear	ning outcomes					
and 2. Anal proc 3. Deve tellig 4. Evalu	 The "Information Processing within Organizations" module aims to achieve the following learning outcomes: 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. 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. Development of Business Solutions: Students use their knowledge of modern technologies and business in- telligence to develop integrative business solutions and solve operational challenges. Evaluation of Technology Trends: They have a deep understanding of IT security and modern technologies, cri- tically assess technology trends, and lead their implementation in business contexts. 						
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)		
V (2) +	Ü (2)						
		sessment (type, scope, la ion on whether module c			tion offered — if not every seme-		
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus							
	Allocation of places						
credita	ion of _l	olaces					
credita	ion of _l	olaces					
credita Allocat		olaces ormation					
credita Allocat Additic							
credita Allocat Additic	onal inf						
credita Allocat Additic Worklo	onal inf						
credita Allocat Additic	onal inf oad	ormation					

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

Module appears in

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

Module title					Abbreviation	
Employ	/ment l	aw			12-M-AFW-161-m01	
Module coordinator				Module offered by		
Dean o mics	f the Fa	aculty of Business Man	agement and Econo-	Faculty of Management and Economics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		• • • •		
Duratio	on	Module level	Other prerequisites			
2 seme	ester	graduate				
Conten	ts					
Conten	ts: emp	ployment and labour la	w and works constituti	on law incl. collective	e agreement law	
Employ	/ment a	and Labour law				
Legal s	ources	of employment and lat	oour law			
Definiti	ions, er	mployment and labour	law, employees			
The em	ploym	ent contract				
td • C • C • C • C • C • C • C • C • C • C	 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 relationship Primary and secondary duties Employer's right to issue instructions, permissible and impermissible instructions Sickness, obligations to report and provide evidence under the Continued Remuneration Act Secondary employment, prohibition of competition, duty of confidentiality, occupational health and sa- 					
• 0	 fety Granting of holiday leave Continued payment of wages in the event of illness, restrictions 					
Severe	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						
• T • F	 Termination of employment Formal requirements 					
• B	 Ordinary and extraordinary termination by the employer Behavioral termination Person-related (illness-related) dismissal 					
	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam	-	page 33 / 311
(2019)			cord Master (120 l	ECTS) China Language and Ec	onomy - 2019	

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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:

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(2019)	cord Master (120 ECTS) China Language and Economy - 2019

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

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

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

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

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

S (2)

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

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

Allocation of places

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

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

Mo	du	le a	appe	ars in	
				1	`

Master's degree (1 major) Economathematics (2016)						
Master's degree (1 major) Business M	Master's degree (1 major) Business Management (2015)					
Master's degree (1 major) China Busi	ness and Economics (2016)					
Master's degree (1 major) Internation	al Economic Policy (2015)					
Master's degree (1 major) China Lang	Master's degree (1 major) China Language and Economy (2016)					
Master's degree (1 major) Management (2018)						
Master's degree (1 major) China Business and Economics (2019)						
Master's degree (1 major) China Language and Economy (2019)						
Master's degree (1 major) China Business and Economics (2021)						
Master's degree (1 major) China Language and Economy (2021)						
Master's with 1 major China Language and Economy (2019)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re- cord Master (120 ECTS) China Language and Economy - 2019	page 35 / 311				

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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

Module title				Abbreviation	
Advanced Mic	roeconomics			12-M-AM-182-m01	
Module coord	inator		Module offered by	<u> </u>	
holder of the (formation Eco	Chair for Economics, Con nomics	tract Theory and In-	Faculty of Managen	nent and Economics	
ECTS Methe	od of grading	Only after succ. con	pl. of module(s)		
i	rical grade		• • • •		
Duration	Module level	Other prerequisites			
1 semester	graduate				
Contents					
foundation to lysis and givir al decision ma riskless consu and limitation Throughout th	microeconomic theory co a theory of aggregate ec ag policy advice. This lect aking and behavior. Spec umer choice, choice unde is of these models. te lecture, we will work w t. In consequence, a soli	onomic outcomes, wh ture addresses the co cifically, students will er risk and intertempo ith precise mathemat	nich then can be app re building block of come to understand oral choice and learn cical formalizations o	lied for conducting v this thought complex I in detail the standa about the empirical of the ideas that we v	welfare ana- x: individu- ird models of challenges vant to think
(e.g., different it will allow to introduced an ant than an ac	tial calculus and constrai focus on the underlying d explained along the wa dvanced mathematical b n is primarily based on th	ined optimization; ba economic intuition. H ay, such that a strong ackground.	sic set theory; integr lowever, every requin interest in formal ec	ation by parts) will b red mathematical co	be helpful as ncept will be
	lell, Whinston and Green Id Reny (2001): "Advance				
Intended lear	ning outcomes				
explainapply th	ing the course students w essential findings of mic re involved methods to g ze in which real life situa	roeconomic theory, iven stylized example			
Courses (type	, number of weekly conta	act hours, language –	- if other than Germa	n)	
V (2) + Ü (2) Module taugh	t in: English				
	sessment (type, scope, la ion on whether module c			tion offered — if not	every seme-
b) term paper	mination (approx. 60 mir (approx. 15 pages) ssessment: English bonus	nutes) or			
Allocation of	places				
Additional inf	ormation				
Workload					
150 h					
Teaching cycl	e				
· · · · · · · · · · · · · · · · · · ·	e: summer semester				
	r China Language and Economy	JMU Würzburg • ge	enerated 19-Apr-2025 • exam	. reg. data re-	page 37 / 311
(2019)	,		ECTS) China Language and Ec	-	

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

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

Module	e title				Abbreviation	
Incenti	ves in (Organizations			12-M-AO-182-m01	
Module	e coord	inator		Module offered by		
holder Organis		Chair for Human Resource	e Management and	Faculty of Managen	nent and Economics	
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5	I	rical grade				
Duratio		Module level	Other prerequisites	i		
1 seme		graduate				
Based	on the	classical principal-agent ganisations. It uses conte				
Outline	e of syll	abus				
1. Princ	ipal-ag	ent theory				
2. Do to	op man	agers earn too much? (ap	oplication)			
3. Perfo	ormanc	e-based payment				
4. Impl	ementa	ation of performance-bas	ed payment in comp	anies (application)		
5. Seni	ority pa	ayment (with application)				
6. Fina	ncial in	centives to work after ret	irement (with applica	ation)		
7. Effici	iency w	ages (with case study)				
8. Tean	n incen	tives (with case study)				
		ning outcomes				
necess incenti	ary ecc ve syst	uire a working knowledge pnometric background. Th ems that are applied in tl e current controversies a	nis enables them to ione enterprise context	dentify the advantag , to make informed r	es and disadvantage nanagement analyse	es of different
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	in)	
V (2) + Module		t in: English				
		sessment (type, scope, la ion on whether module ca			ition offered — if not	every seme-
b) term	i paper	mination (approx. 60 mir (approx. 15 pages) ssessment: German and,				
Allocat	ion of _l	olaces				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Master's w (2019)	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 39 / 311

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)

exchange program Business Management and Economics (2022)

Module	title			Abbreviation	
Advanc	ed Operations & Logistics Man	agement		12-M-AOLM-182-mc)1
	coordinator		Module offered by		
holder	of the Chair of Logistics and Qu		· · · · · · · · · · · · · · · · · · ·	nent and Economics	
ECTS	Method of grading	Only after succ. con	npl. of module(s)		
5	numerical grade				
Duratio		Other prerequisites			
1 semes	ster graduate				
Content	ts				
plannin	urse "Advanced Operations & Lo og of integrated production and iple case studies.				
Intende	ed learning outcomes				
(i) analy (ii) deve (iii) eva	ompleting this course students of yze and evaluate integrated pro elop and apply appropriate met luate the consequences of unco oly concepts and methods to pla	duction and logistics hods to plan comple ertainties in processe	x production and log es, and	istics systems;	
Courses	s (type, number of weekly conta	act hours, language –	- if other than Germa	n)	
V (2) + Ü		· · · ·			
• •	taught in: English				
	l of assessment (type, scope, la formation on whether module c			tion offered — if not	every seme-
b) term Langua	en examination (approx. 60 mir paper (approx. 15 to 20 pages) ge of assessment: English ble for bonus				
Allocati	ion of places				
Additio	nal information				
Workloa	ad				
150 h					
Teachin	ng cycle				
	ng cycle: summer semester				
	d to in LPO I (examination regu	lations for teaching.	degree programmes)		
Referre					
	•				
	e appears in	t (a a : 0)			
	s degree (1 major) Managemen		- 0)		
	s degree (1 major) Internationa s degree (1 major) China Busing	-			
	's degree (1 major) China Busing		-		
	s degree (1 major) Information	- ,			
	s degree (1 major) China Busing		2021)		
	's degree (1 major) China Langu				
	s degree (1 major) Economathe	- ,			
	s degree (1 major) Information				
	th 1 major China Language and Economy		enerated 19-Apr-2025 • exam	-	page 41 / 311
2019)		cord Master (120 l	ECTS) China Language and Ec	ununy - 2019	

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

Modul					Abbreviation
Project	t: Select	ted Topics in Business N	lanagement and Eco	nomics I	12-M-APS-182-m01
Modul	e coordi	nator		Module offered by	
		culty of Business Manag	ement and Econo-	· · · ·	nent and Economics
mics					
ECTS	Metho	od of grading	Only after succ. cor	npl. of module(s)	
10	numer	rical grade			
Duratio	on	Module level	Other prerequisites	i	
1 seme	ester	graduate			
Conter	nts				
• 0 • 2 • 0	courses addition courses	erves the purpose of trar taken at other German o al courses offered on a s offered by new Chairs th the respective Chairs wi	r non-German univer short-term basis at are yet to be inclu	sities ded in the FSB (subj	
Intend	ed learr	ning outcomes			
		accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.
		number of weekly conta		• •	¥
S (2)					
	d of acc	essment (type scope la	Inguage — if other th	an German examina	ition offered — if not every sem
		on on whether module c			alon oncrea in not every sem
credita Allocat	ble for l t ion of p	laces			e places, places will be allocate
by lot a numbe	among a er of pla	all applicants irrespective	e of their subjects. (2) Places on all cours	es of the module with a restrict be maintained and places re-al
Additio	onal info	ormation			
Worklo	ad				
300 h					
	ng cycle	2			
		: after announcement			
		LPOI (examination regu	lations for teaching.	degree programmes	
Modul	e appea	rs in			
		ee (1 major) Managemen	t (2018)		
	-	ee (1 major) International		018)	
	-	ee (1 major) China Busine	•		
	-	ee (1 major) China Langu		•	
	-	ee (1 major) China Busine		•	
	-	ee (1 major) China Langu		021)	
		ee (1 major) Economathe		,	
Master	's degre	ee (1 major) International	l Economic Policy (20	022)	
Master's w	vith 1 maior	China Language and Economy	JMU Würzburg • g	enerated 19-Apr-2025 • exan	n. reg. data re- page 43 / 31
2019)	.,	,		ECTS) China Language and Ec	



Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)

Modul					Abbreviation
Project	t: Selec	ted Topics in Business N	lanagement and Eco	nomics II	12-M-APS2-182-m01
Module	e coord	inator		Module offered by	/
		culty of Business Manag	ement and Econo-	1	ement and Economics
mics		learly of Dusiness manag			
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
10	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conten	nts				
• c • a • c	courses additior courses	erves the purpose of trar taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	r non-German univer short-term basis at are yet to be inclu	sities ded in the FSB (sub	
Intend	ed lear	ning outcomes			
		accrediting multiple kind	s of modules. a desc	ription of acquired	skills cannot be given.
		, number of weekly conta		• •	
S (2)	- ())	,			
	d of ass	essment (type scope la	nguage — if other th	an German, examin	nation offered — if not every sem
		on on whether module c			ation oncrea in not every sem
Allocat 15 plac by lot a	amonga	blaces Should the number of ap all applicants irrespectiv	e of their subjects. (2) Places on all cour	ble places, places will be allocate ses of the module with a restrict
		s they become available.	ne same procedure. (3) A waiting list wil	l be maintained and places re-al
Additio	onal inf	ormation			
Worklo	ad				
300 h					
Teachi	ng cycl	e			
Teachi	ng cycle	e: after announcement			
		LPOI (examination regu	lations for teaching-	degree programme	s)
	e appea	urs in			
		ee (1 major) Managemen	t (2018)		
	-	ee (1 major) Internationa		18)	
	-	ee (1 major) China Busin	•		
	-	ee (1 major) China Langu			
Master	's degr	ee (1 major) China Busin	ess and Economics (2	2021)	
	-	ee (1 major) China Langu		021)	
	-	ee (1 major) Economathe			
master	s aegr	ee (1 major) Internationa	i Economic Policy (20	122)	
	ith 1 majo	r China Language and Economy	JMU Würzburg • g	enerated 19-Apr-2025 • exa	am. reg. data re- page 45 / 31
2019)			cord Master (120	ECTS) China Language and	Economy - 2010



Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)

Modul	e title				Abbreviation
Selecte	ed Topi	cs in Business Managem	ient and Economics 1		12-M-APW1-161-m01
Modul	e coord	inator		Module offered by	
		culty of Business Manag	romont and Econo-	•	nent and Economics
mics	n the Fa	iculty of Dusiness Manag	gement and Econo-	Faculty of Managen	nent and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites	;	
1 seme	ster	graduate			
Conten	Its				
• c • a • c The ho	ourses dditior ourses lders of	erves the purpose of trar taken at other German o al courses offered on a s offered by new Chairs th the respective Chairs wi hing outcomes	r non-German univer short-term basis at are yet to be inclu	sities ded in the FSB (subj	
	-			vintion of convinced o	lille sonnet he siven
		accrediting multiple kind		· · ·	
		, number of weekly conta	act hours, language –	- If other than Germa	in)
V (2) +	Ü (2)				
		s essment (type, scope, la on on whether module c			tion offered — if not every sem
Allocat	ble for				
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Teachi	ng cycle	e: no courses offered			
	<u> </u>	LPOI (examination regu	llations for teaching-	degree programmes)	
Module	e appea	irs in			
		ee (1 major) Business Inf	ormation Systems (2)	016)	
	-	ee (1 major) Business Ma	•	010)	
	-	ee (1 major) China Busin		2016)	
	-	ee (1 major) Internationa			
	-	ee (1 major) China Langu		-	
Master	's degr	ee (1 major) Managemen	t (2018)		
	-	ee (1 major) Internationa	•		
	-	ee (1 major) China Busin		-	
Master	's degr	ee (1 major) China Langu	age and Economy (20	019)	
Naster's w	ith 1 majo	China Language and Economy		enerated 19-Apr-2025 • exam	
2019)			cord Master (120	ECTS) China Language and Ec	conomy - 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					Abbreviation	
Selecte	ed Topi	cs in Business Manager	nent and Economics 2		12-M-APW2-161-mo	1
Module	e coord	inator		Module offered by	<u> </u>	
		iculty of Business Mana	gement and Econo-	· · · · ·	nent and Economics	
mics		concess of Busiliess Malla				
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
• c • a • c	ourses dditior ourses	erves the purpose of tra taken at other German nal courses offered on a offered by new Chairs t f the respective Chairs w	or non-German univer short-term basis hat are yet to be inclue	ded in the FSB (subj		ns)
Intende	ed lear	ning outcomes				
As a res	sult of a	accrediting multiple kine	ds of modules, a desc	ription of acquired s	kills cannot be given	l.
		, number of weekly cont				
V (2) +					·	
Method	d of ass	sessment (type, scope, l on on whether module			ition offered — if not	every seme-
credital	ble for					
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cvcl	e				
		e: no courses offered				
		LPO I (examination reg		legree programmee		
Module		arc in				
Module			formation Sustama (-	246)		
	-	ee (1 major) Business In ee (1 major) Business M	-	(010)		
	-	ee (1 major) China Busir		2016)		
				- /		
master	Jucsi	ee (1 major) Internationa	al Economic Policy (20	15)		
	-	ee (1 major) Internationa ee (1 major) China Langi		-		
Master	's degr		uage and Economy (20	-		
Master Master Master	's degr 's degr 's degr	ee (1 major) China Langi	uage and Economy (20 nt (2018) al Economic Policy (20	18)		

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)

Selecte				-	Abbreviation	
	ed Topi	cs in Business Managem	ient and Economics 3	8	12-M-APW3-161-mc	01
Modul	e coord	inator		Module offered by	l	
		iculty of Business Manag	rement and Econo-	· · · ·	ment and Economics	
mics				racuity of Manager	field and Economics	
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	;		
1 seme	ster	graduate				
Conten	Its					
0 • 6 • 0 •	ourses dditior ourses	erves the purpose of trar taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	or non-German univer short-term basis lat are yet to be inclu	sities ded in the FSB (subj		ns)
		ning outcomes	-			
		accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be giver	۱.
		, number of weekly conta			-	
V (2) +	Ü (2)					
		sessment (type, scope, la on on whether module c			ation offered — if not	every seme
b) writt c) term d) pres Langua	paper entatio age of a	mination (questions con (approx. 15 to 20 pages) n (approx. 30 to 45 minu ssessment: German and	or ites) /or English		rox. 120 minutes) or	
b) writt c) term d) pres Langua Assess credita	paper entatio age of a ment o ble for	mination (questions cond (approx. 15 to 20 pages) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester ir bonus	cerning mathematica or ites) /or English		rox. 120 minutes) or	
b) writt c) term d) pres Langua Assess credita Allocat	paper entatio age of a ment o ble for	mination (questions cond (approx. 15 to 20 pages) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester ir bonus blaces	cerning mathematica or ites) /or English		rox. 120 minutes) or	
b) writt c) term d) pres Langua Assess credita Allocat Additic	paper entatio age of a ment o ble for	mination (questions cond (approx. 15 to 20 pages) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester ir bonus	cerning mathematica or ites) /or English		rox. 120 minutes) or	
b) writt c) term d) pres Langua Assess credita Allocat Additic	paper eentatio age of a ment o ble for tion of p	mination (questions cond (approx. 15 to 20 pages) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester ir bonus blaces	cerning mathematica or ites) /or English		rox. 120 minutes) or	
b) writt c) term d) pres Langua Assess credita Allocat Additic Worklo	paper eentatio age of a ment o ble for tion of p	mination (questions cond (approx. 15 to 20 pages) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester ir bonus blaces	cerning mathematica or ites) /or English		rox. 120 minutes) or	
b) writt c) term d) pres Langua Assess credita Allocat Additio Worklo 150 h	paper entatio age of a ment o ble for ion of j onal inf	mination (questions con (approx. 15 to 20 pages) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester ir bonus blaces ormation	cerning mathematica or ites) /or English		rox. 120 minutes) or	
b) writt c) term d) pres Langua Assess credita Allocat Additic Worklo 150 h Teachi	paper entatio age of a ment o ble for ion of p onal inf pad	mination (questions cond (approx. 15 to 20 pages) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester in bonus blaces ormation	cerning mathematica or ites) /or English		rox. 120 minutes) or	
b) writt c) term d) pres Langua Assess credita Allocat Additio Worklo 150 h Teachi	paper entatio age of a ment o ble for ion of p onal inf oad	mination (questions com (approx. 15 to 20 pages) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester in bonus blaces ormation e e: no courses offered	cerning mathematica or ltes) /or English n which the course is	offered		
b) writt c) term d) pres Langua Assess credita Allocat Additio Worklo 150 h Teachi	paper entatio age of a ment o ble for ion of p onal inf oad	mination (questions cond (approx. 15 to 20 pages) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester in bonus blaces ormation	cerning mathematica or ltes) /or English n which the course is	offered		
b) writt c) term d) pres Langua Assess credita Allocat Morklo 150 h Teachi Teachi Referre	paper entatio age of a ment o ble for ion of p onal inf pad	mination (questions com (approx. 15 to 20 pages) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester in bonus blaces ormation e e: no courses offered LPO I (examination regu	cerning mathematica or ltes) /or English n which the course is	offered		
b) writt c) term d) pres Langua Assess credita Allocat Additic Uorklo 150 h Teachi Teachi Referre Modulo	paper entatio age of a ment o ble for ion of p onal inf pad ng cycl ed to in e appea	mination (questions cond (approx. 15 to 20 pages) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester in bonus places ormation e e: no courses offered LPO I (examination regu	cerning mathematica or ites) /or English n which the course is	offered degree programmes		
b) writt c) term d) pres Langua Assess credita Allocat Worklo 150 h Teachi Teachi Referro Modulo	paper entatio age of a ment o ble for ion of p onal inf onal inf oad ng cycle ed to in e appea	mination (questions com (approx. 15 to 20 pages) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester in bonus blaces ormation e e: no courses offered LPO I (examination regu	cerning mathematica or lites) /or English n which the course is ulations for teaching- formation Systems (20	offered degree programmes		
b) writt c) term d) pres Langua Assess credita Allocat Modultic Teachi Teachi Referre Module Master Master	paper entatio age of a ment o ble for ion of p onal inf pad ng cycle ed to in e appea 's degr	mination (questions com (approx. 15 to 20 pages)) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester in bonus blaces ormation e: no courses offered LPO I (examination regu ars in ee (1 major) Business Inf	cerning mathematica or lites) /or English n which the course is 	offered degree programmes 016)		
b) writt c) term d) pres Langua Assess credita Allocat Morklo 150 h Teachi Teachi Teachi Referre Master Master Master	paper entation age of a ment o ble for ion of p onal inf onal inf	mination (questions com (approx. 15 to 20 pages) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester in bonus blaces ormation e e: no courses offered LPO I (examination regu ars in ee (1 major) Business Inf ee (1 major) Business Ma	cerning mathematica or ites) /or English n which the course is illations for teaching- formation Systems (20 anagement (2015) ess and Economics (20	offered degree programmes 016) 2016)		
b) writt c) term d) pres Langua Assess credita Allocat Worklo 150 h Teachi Teachi Referro Master Master Master Master Master	paper entatio age of a ment o ble for ion of p onal inf onal inf i	mination (questions com (approx. 15 to 20 pages)) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester in bonus blaces ormation e e: no courses offered LPO I (examination regu ars in ee (1 major) Business Inf ee (1 major) Business Ma ee (1 major) China Busine ee (1 major) Internationa ee (1 major) China Langu	cerning mathematica or ites) /or English n which the course is ulations for teaching- formation Systems (20 anagement (2015) ess and Economics (20 age and Economy (20)	offered degree programmes 016) 2016) 2016)		
b) writt c) term d) pres Langua Assess credita Allocat Modultic Teachi Teachi Referre Master Master Master Master Master Master Master	paper entation age of a ment o ble for ion of p onal inf onal inf onal inf onal inf onal of p onal inf onal inf	mination (questions com (approx. 15 to 20 pages)) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester in bonus places ormation e e e: no courses offered LPO I (examination regu ars in ee (1 major) Business Inf ee (1 major) Business Inf ee (1 major) China Busino ee (1 major) Internationa ee (1 major) China Langu ee (1 major) Managemen	cerning mathematica or ites) /or English n which the course is ulations for teaching- formation Systems (2015) ess and Economics (2015) ess and (2015) ess and (2015) ess and (2015) ess and (2015)	offered degree programmes 016) 2016)		
b) writt c) term d) pres Langua Assess credita Allocat Worklo 150 h Teachi Teachi Teachi Referre Master Master Master Master Master Master Master Master Master	paper entation age of a ment o ble for ion of p onal inf onal inf onal inf onal inf onal of p onal inf onal inf	mination (questions com (approx. 15 to 20 pages)) n (approx. 30 to 45 minu ssessment: German and ffered: In the semester in bonus blaces ormation e e: no courses offered LPO I (examination regu ars in ee (1 major) Business Inf ee (1 major) Business Ma ee (1 major) China Busine ee (1 major) Internationa ee (1 major) China Langu	cerning mathematica or ites) /or English n which the course is illations for teaching- formation Systems (20 anagement (2015) ess and Economics (20 l Economic Policy (20 age and Economy (20 t (2018) l Economic Policy (20	offered degree programmes 016) 2016) 015) 016)		

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					Abbreviation		
Selecte	ed Topi	cs in Business Manager	nent and Economics 4		12-M-APW4-161-mo	1	
Module	e coord	inator		Module offered by	<u> </u>		
		iculty of Business Mana	gement and Econo-	-	nent and Economics		
mics		concess of Busiliess Malla					
ECTS	Method of grading Only after succ. compl. of module(s)						
5		rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	Its						
• c • a • c	ourses dditior ourses	erves the purpose of tra taken at other German hal courses offered on a offered by new Chairs t f the respective Chairs w	or non-German univer short-term basis hat are yet to be inclue	ded in the FSB (subj		15)	
Intend	ed lear	ning outcomes					
As a re	sult of	accrediting multiple kind	ds of modules, a desc	ription of acquired s	kills cannot be given		
		, number of weekly cont					
V (2) +							
Metho	d of ass	sessment (type, scope, l on on whether module of			tion offered — if not	every seme-	
credita Allocat	ble for						
Additic	onal inf	ormation					
			_				
Worklo	ad						
150 h							
Teachi	ng cvcl	e					
		e: no courses offered					
Reierre			ulations for teaching.	legree programmes			
Referre		LPOI (examination reg	ulations for teaching-o	degree programmes)			
		LPOI (examination reg	ulations for teaching-o	degree programmes)			
 Module	e appea	LPOI (examination reg					
 Module Master	e appea 's degr	LPOI (examination reg ars in ee (1 major) Business In	formation Systems (20				
 Module Master Master	e appea 's degr	LPOI (examination reg ars in ee (1 major) Business In ee (1 major) Business M	formation Systems (20 anagement (2015)	016)			
 Module Master Master Master	e appea 's degr 's degr 's degr	LPOI (examination reg ars in ee (1 major) Business In	formation Systems (20 anagement (2015) less and Economics (2	2016)			
 Module Master Master Master Master	e appea 's degr 's degr 's degr 's degr	LPOI (examination reg ars in ee (1 major) Business In ee (1 major) Business M ee (1 major) China Busir	formation Systems (20 anagement (2015) less and Economics (2 al Economic Policy (20	2016) 2016) 15)			
 Module Master Master Master Master Master	e appea 's degr 's degr 's degr 's degr 's degr 's degr	LPOI (examination reg ars in ee (1 major) Business In ee (1 major) Business M ee (1 major) China Busir ee (1 major) Internationa ee (1 major) China Langu ee (1 major) Managemen	formation Systems (20 anagement (2015) less and Economics (20 al Economic Policy (20 Jage and Economy (20 nt (2018)	2016) 2016) 15) 2016)			
 Module Master Master Master Master Master Master	e appea 's degr 's degr 's degr 's degr 's degr 's degr 's degr	LPOI (examination reg ars in ee (1 major) Business In ee (1 major) Business M ee (1 major) China Busir ee (1 major) Internationa ee (1 major) China Langu	formation Systems (20 anagement (2015) less and Economics (2 al Economic Policy (20 uage and Economy (20 nt (2018) al Economic Policy (20	2016) 2016) 15) 2016) 18)			

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		
Semina	r: Stra	tegic Incentive Design			12-M-ATC-182-m01		
		•					
Module				Module offered by			
holder formati		Chair for Economics, Cont nomics	tract Theory and In-	Faculty of Managen	nent and Economics		
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)			
10	nume	rical grade					
Duration Module level Other prerequisites							
1 seme	ster	graduate					
Conten	ts						
theory, helpful	contra , the co	overs varying classical or ct theory or behavioral ec ourse is intended in partio d "Contract Theory".	conomics. As a solid	understanding of the	e corresponding bas	ics will be	
Intende	ed learı	ning outcomes					
• re • C • re • c	eading ritically elating onveyin	ng the course students w and understanding theor analyzing and discussin the results of different re ng their insights both ver	retical or experimenta og the results of resea search articles to eac bally and in writing in	al research articles, arch articles, ch other, n accordance with co		ndards.	
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)		
S (2)							
		essment (type, scope, la on on whether module ca			tion offered — if not	every seme-	
		to 20 pages) and preser ssessment: German and,		inutes), weighted 2:	1		
Allocat	ion of p	olaces					
by lot a numbe	mong a r of pla	Should the number of ap all applicants irrespective ces will be allocated in th s they become available.	e of their subjects. (2)) Places on all course	es of the module wit	h a restricted	
		ormation					
	nat mit						
Worklo							
	au						
300 h	-						
Teachi							
Teachir	ng cycle	e: each semester					
Referre	d to in	LPO I (examination regu	lations for teaching-o	legree programmes)			
Module							
	-	ee (1 major) Management		- >			
	-	ee (1 major) International	-				
		ee (1 major) China Busine					
	-	ee (1 major) China Langua	- , ,	•			
	-	ee (1 major) China Busine					
	-	ee (1 major) China Langua)21)			
	-	ee (1 major) Economathe gram Business Managem		2022)			
	- , .	r China Language and Economy		2022) enerated 19-Apr-2025 • exam	. reg. data re-	page 55 / 311	
(2019)	.,	,		ECTS) China Language and Ec			

Module					Abbreviation		
Topics	in Inte	rnational Economics			12-M-ATIÖ1-182-m	01	
Module	e coord	inator		Module offered by	<u> </u>		
		aculty of Business Manag	rement and Econo-		nent and Economics		
mics							
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites	;			
1 seme	ster	graduate					
Conten	ts		-				
<u>Conten</u>	<u>it</u>						
de, and	d Cities Global	in international econom ; Outsourcing, Offshoring lization and the Environm	g and Multinational F	irms; Competition of	Locations, Jurisdict	ions and Sy-	
Peer-re	viewed	l articles and/or monogra	aphs.				
		ning outcomes	-:				
learn a	nd app and re	urrent cutting-edge resea Ily research methods. The search both in written ar beers.	e seminar style of the	course teaches ther	n to present their ov	vn seminar	
Course	s (type	, number of weekly conta	act hours, language –	- if other than Germa	n)		
S (2) Course	type: \	/ and Ü might also be off	ered as a workshop				
		s essment (type, scope, la ion on whether module c			tion offered — if not	t every seme	
b) term c) portf	i paper folio (aj age of a	mination (approx. 60 to 9 (approx. 15 pages) or pprox. 20 pages) ssessment: German and bonus					
Allocat	ion of _l	places					
Additic	onal inf	ormation					
 Worklo	ad						
150 h							
Teachi		۵					
reaciii		e: no courses offered					
Teachi							
		IPOI (examination regu	ilations for teaching.				
		LPOI (examination regu	llations for teaching-	uegree programmes)			
Referre 	ed to in		llations for teaching-	degree programmes)			
Referre Module	ed to in e appea	ars in		degree programmes)			
Referre Module Master	ed to in e appea	ars in ee (1 major) Managemen	t (2018)				
Referre Module Master Master	ed to in e appea 's degr	ars in	t (2018) ess and Economics (2	2019)			



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

Module	e title		Abbreviation			
Topics	in Busi	iness Information Syste	12-M-ATW1-161-m0	1		
Module coordinator Module offered by					<u> </u>	
		aculty of Business Mana	gement and Econo-	-	nent and Economics	
mics		aculty of Dubiliess Midlid				
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conten	nts					
This m	odule s	erves the purpose of tra	nsferring credits from			
		taken at other German		sities		
		nal courses offered on a		dad in the FCD (subi	at an acifia provision	n c)
		offered by new Chairs t f the respective Chairs w				ns)
		ning outcomes				
		accrediting multiple kind	ts of modules a desc	ription of acquired s	kills cannot he giver	1.
		, number of weekly cont				••
V(2) +		, number of weekly coll	act nours, language –		11 <i>)</i>	
		alternatively S instead of	fV+Ü			
		sessment (type, scope, l		an German, examina	tion offered — if not	every seme-
		ion on whether module of				
a) writt	ten exa	mination (approx. 60 mi	nutes) or			
		on (15 to 20 minutes) and				
		nation (one candidate ea	ich: approx. 10 to 15 m	ninutes; groups of 2:	approx. 20 minutes	; groups of 3:
	k. 30 mi	nutes) Issessment: German and	l/or English			
	ible for					
	tion of _l					
Additio	nal inf	ormation	_			
Autitio			_			
Worklo						
150 h			_			
	ng cycl		_			
		e: after announcement				
Referre	ed to in	LPOI (examination reg	ulations for teaching-o	degree programmes)		
	e appea					
	-	ee (1 major) Business In	•	016)		
	-	ee (1 major) Business M				
	-	ee (1 major) China Busir				
	-	ee (1 major) China Langı ee (1 major) Managemer	- ,	(010		
	-	ee (1 major) Managemen		18)		
	-	ee (1 major) Themationa				
	-	ee (1 major) China Langi		-		
Master's w (2019)	vith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec		page 58 / 311

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	e title		Abbreviation			
Topics	in Busi	iness Information Syste	12-M-ATW2-161-m0	01		
Modula	e coord	inator	Module offered by			
		aculty of Business Mana	gement and Econo	-	nent and Economics	
mics	n the Fa	aculty of Dusiness Midfid	genient and ECONO-	racuity of Mallagell		
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conten	nts					
This m	odule s	erves the purpose of tra	nsferring credits from			
		taken at other German		sities		
		nal courses offered on a		dad in the ESP (cubi	et chacific provision	nc)
		offered by new Chairs tl f the respective Chairs w				(15)
		ning outcomes				
		accrediting multiple kind	ts of modules a desc	ription of acquired s	kills cannot he giver	۱.
		, number of weekly cont				••
V (2) +		, number of weekly coll	act nours, language –		11 <i>)</i>	
		alternatively S instead of	fV+Ü			
		sessment (type, scope, l		an German, examina	tion offered — if not	· every seme-
		ion on whether module of				,
a) writt	ten exa	mination (approx. 60 mi	nutes) or			
		on (15 to 20 minutes) and				
		ation (one candidate ea	ich: approx. 10 to 15 m	ninutes; groups of 2:	approx. 20 minutes	; groups of 3:
	k. 30 mi	nutes) issessment: German and	l/or English			
	ible for					
Allocat	tion of	places				
Additio	onal inf	ormation				
Worklo						
150 h	Jau					
	ng cycl					
		e: after announcement				
Referre	ed to in	LPO I (examination reg	ulations for teaching-o	degree programmes)		
	e appea			->		
	-	ee (1 major) Business In	•	016)		
	-	ee (1 major) Business M ee (1 major) China Busin		0016)		
	-	ee (1 major) China Bush ee (1 major) China Langi				
	-	ee (1 major) Managemer	- ,			
	-	ee (1 major) Internationa		18)		
	-	ee (1 major) China Busin				
	-	ee (1 major) China Langı		-		
Maataila		China Language and France	1841134//5		van data va	
Master's w (2019)	nin 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec		page 60 / 311

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	e title				Abbreviation	
Advand	ced Ser	ninar: Selected Aspects o	of Managerial Accour	nting	12-M-AUAS-182-mo	01
Module	e coord	inator		Module offered by		
			and Controlling	· · ·		
and Ac		Chair of Business Manag ng	nent and Economics			
ECTS						
10						
Duratio	on	Module level	Other prerequisites	j		
1 semester graduate						
Conten	Its	<u>.</u>				
	aper a	, students will acquire im nd to present the results				
Intend	ed lear	ning outcomes				
al acco unders sults ir	ounting tand its nto scie	on of the seminar, stude at a scientific level. They s contents as well as app ntific papers and, buildir	are able to conduct ly further scientific m ng on this, independe	scientific literature re nethods to answer qu ently prepare presen	esearch in a targetec uestions, integrate a tations and lectures.	l manner and cquired re-
	s (type	, number of weekly conta	ict hours, language -	– if other than Germa	in)	
S (2)	-					
		sessment (type, scope, la ion on whether module c			ition offered — if not	every seme-
	ment o	ssessment: German and ffered: Once a year, sum bonus				
Allocat	ion of _l	places				
by lot a numbe	among r of pla	Should the number of ap all applicants irrespective ces will be allocated in the s they become available.	e of their subjects. (2) Places on all cours	es of the module wit	h a restricted
		ormation				
Worklo						
300 h	Juu					
Teachi		A				
		e: each semester				
			lations for toaching	dagraa pragrammas)		
		LPOI (examination regu	lations for teaching-	degree programmes)		
Module	e appea	ars in				
	-	ee (1 major) Managemen				
	-	ee (1 major) International	• •	-		
		ee (1 major) China Busine				
	-	ee (1 major) China Langu		-		
	-	ee (1 major) China Busine				
	-	ee (1 major) China Langu ee (1 major) Economathe		JZ1)		
		ee (1 major) Economatie ee (1 major) International		122)		
	-	r China Language and Economy		enerated 19-Apr-2025 • exam	n. reg. data re-	page 62 / 311
2019)				ECTS) China Language and Ec	-	



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

Modul	e title				Abbreviation	
Selecte	ed Topi	cs in Business Informati	on Systems 1		12-M-AWI1-161-m	01
Madul		in the second		Madula offered by		
Module coordinator				Module offered by	ant and E	
Dean of the Faculty of Business Management and Econo mics				Faculty of Managen	nent and Economic	S
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5 numerical grade						
Duratio		Module level	Other prerequisites	i		
1 seme	ester	graduate				
Conten	nts					
0 • 6 • 0 •	courses additior courses	erves the purpose of train taken at other German of nal courses offered on a offered by new Chairs th f the respective Chairs w	or non-German univer short-term basis nat are yet to be inclu	sities ded in the FSB (subj		ons)
		ning outcomes		0		
		accrediting multiple kinc	ls of modules. a desc	ription of acquired s	kills cannot be give	en.
		, number of weekly conta				
V (2) +				n other than define		
• •	• •	alternatively S instead of	V + Ü			
ster, in	formati	sessment (type, scope, la ion on whether module of mination (approx. 60 min	an be chosen to earn		ition offered — if no	ot every seme-
approx e) entir Langua	k. 30 mi rely or p	nation (one candidate ea nutes) or partly computerised writt ssessment: German and bonus	en examination (app			s, groups or 3
	tion of p					
			_			
Additic	nal inf	ormation				
Worklo						
150 h						
-	ng cycl	•				
		e: no courses offered				
Keterre	ea to in	LPO I (examination regu	ulations for teaching-	uegree programmes)		
		•				
	e appea					
	-	ee (1 major) Business Inf	•	016)		
	-	ee (1 major) Business Ma		2016)		
		ee (1 major) China Busin ee (1 major) Internationa				
	-	ee (1 major) Internationa ee (1 major) China Langu	-	-		
	-	ee (1 major) Managemen				
		ee (1 major) Internationa		018)		
		r China Language and Economy	•			
Master's w [2019]	itii i iiiajo	China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 64 / 31

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

Selecte	e title				Abbreviation
	ed Topi	cs in Business Informa	tion Systems 2		12-M-AWI2-161-m01
Module	e coord	inator		Module offered by	
Dean of the Faculty of Business Management and Economics				· · ·	nent and Economics
ECTS	Meth	od of grading	Only after succ. co	mpl. of module(s)	
5	1	rical grade			
Duratio		Module level	Other prerequisites	5	
1 seme		graduate		-	
Conten	ts				
• c • a • c	ourses dditior ourses	taken at other Germar nal courses offered on offered by new Chairs		rsities Ided in the FSB (subj	ect-specific provisions) credit transfer.
Intende	ed lear	ning outcomes			
As a res	sult of	accrediting multiple ki	nds of modules, a desc	cription of acquired s	kills cannot be given.
Course	s (type	, number of weekly cor	ntact hours, language -	– if other than Germa	in)
V (2) +		· ·			
• •	• •	alternatively S instead	of V + Ü		
			, language — if other th e can be chosen to earr		tion offered — if not every ser
e) entir	-		each: approx. 10 to 15 r	minutes; groups of 2:	approx. 20 minutes; groups of
	age of a	nutes) or oartly computerised wr ssessment: German ar	itten examination (app		approx. 20 minutes; groups o
credita	ige of a ble for	nutes) or partly computerised wr ssessment: German ar bonus	itten examination (app		approx. 20 minutes; groups o
	ige of a ble for	nutes) or partly computerised wr ssessment: German ar bonus	itten examination (app		approx. 20 minutes; groups o
credita Allocat	age of a ble for ion of	nutes) or partly computerised wr ssessment: German ar bonus p laces	itten examination (app		approx. 20 minutes; groups o
credita Allocat	age of a ble for ion of	nutes) or partly computerised wr ssessment: German ar bonus	itten examination (app		approx. 20 minutes; groups o
credita Allocat Additio 	ige of a ble for ion of onal inf	nutes) or partly computerised wr ssessment: German ar bonus p laces	itten examination (app		approx. 20 minutes; groups o
credita Allocat Additio Worklo	ige of a ble for ion of onal inf	nutes) or partly computerised wr ssessment: German ar bonus p laces	itten examination (app		approx. 20 minutes; groups o
credita Allocat Additio Worklo 150 h	age of a ble for ion of pnal inf	nutes) or partly computerised wr issessment: German ar bonus places ormation	itten examination (app		approx. 20 minutes; groups o
credita Allocat Additio Worklo 150 h Teachin	age of a ble for ion of pnal inf pad	nutes) or partly computerised wr issessment: German ar bonus places formation	itten examination (app		approx. 20 minutes; groups o
credita Allocat Additio Worklo 150 h Teachin Teachin	age of a ble for ion of onal inf pad	nutes) or partly computerised wr issessment: German ar bonus places ormation e e: no courses offered	itten examination (app nd/or English	rox. 60 minutes)	
credita Allocat Additio Worklo 150 h Teachin Teachin	age of a ble for ion of onal inf pad	nutes) or partly computerised wr issessment: German ar bonus places ormation e e: no courses offered	itten examination (app	rox. 60 minutes)	
credita Allocat Additio 150 h Teachin Teachin Referre	age of a ble for ion of p onal inf pad ng cycl ad to in	nutes) or partly computerised wr issessment: German ar bonus places ormation e e: no courses offered LPO I (examination re	itten examination (app nd/or English	rox. 60 minutes)	
credita Allocat Additio 150 h Teachin Teachin Referre Module	age of a ble for ion of p onal inf pad ng cycl ad to in e appea	nutes) or partly computerised wr partly computerised wr issessment: German ar bonus places ormation e e: no courses offered LPO I (examination re ars in	itten examination (app nd/or English 	rox. 60 minutes)	
credita Allocat Additio 150 h Teachin Teachin Referre Module	age of a ble for ion of p onal inf pad ng cycl ed to in e appea 's degr	nutes) or partly computerised wr partly computerised wr ssessment: German ar bonus places ormation e: no courses offered LPO I (examination re ars in ee (1 major) Business I	itten examination (app nd/or English gulations for teaching- nformation Systems (2	rox. 60 minutes)	
credita Allocat Additio 150 h Teachin Teachin Referre Module Master Master	age of a ble for ion of p onal inf onal info onal info info onal info info onal info info info info info info info info	nutes) or partly computerised wr partly computerised wr ssessment: German ar bonus places ormation e e: no courses offered LPO I (examination re ars in ee (1 major) Business I ee (1 major) Business I	itten examination (app nd/or English 	rox. 60 minutes) degree programmes)	
credita Allocat Additio 150 h Teachin Teachin Referre Module Master Master Master	age of a ble for ion of p onal inf onal inf onal of p onal inf onal info onal info info info info info info info info	nutes) or partly computerised wr partly computerised wr ssessment: German ar bonus places ormation e e e: no courses offered LPO I (examination re ars in ee (1 major) Business I ee (1 major) Business I ee (1 major) Business I	itten examination (app nd/or English gulations for teaching- nformation Systems (2 Wanagement (2015) iness and Economics (rox. 60 minutes) degree programmes) 016) 2016)	
credita Allocat Additio 150 h Teachin Teachin Teachin Referre Module Master Master Master	age of a ble for ion of p onal inf onal info is degr 's degr 's degr	nutes) or partly computerised wr partly computerised wr issessment: German ar bonus places formation e e e: no courses offered LPO I (examination re ars in ee (1 major) Business I ee (1 major) Business I ee (1 major) China Bus ee (1 major) Internation	itten examination (app nd/or English 	rox. 60 minutes) degree programmes) :016) 2016) 2015)	
credita Allocat Additio 150 h Teachin Teachin Teachin Referre Master Master Master Master Master	age of a ble for ion of p onal inf onal info is degr 's degr 's degr	nutes) or partly computerised wr partly computerised wr issessment: German ar bonus places formation e e e: no courses offered LPO I (examination re ars in ee (1 major) Business I ee (1 major) Business I ee (1 major) China Bus ee (1 major) Internation	itten examination (app nd/or English gulations for teaching- nformation Systems (2 Management (2015) iness and Economics (nal Economic Policy (20 guage and Economy (2)	rox. 60 minutes) degree programmes) :016) 2016) 2015)	
credita Allocat Additio 150 h Teachin Teachin Teachin Referre Master Master Master Master Master Master	age of a ble for ion of p onal inf onal info is degr 's degr 's degr	nutes) or partly computerised wr partly computerised wr ssessment: German ar bonus places ormation e e e: no courses offered LPO I (examination re ars in ee (1 major) Business I ee (1 major) Business I ee (1 major) Business I ee (1 major) China Bus ee (1 major) Internation ee (1 major) China Lang ee (1 major) Managemo	itten examination (app nd/or English gulations for teaching- nformation Systems (2 Management (2015) iness and Economics (nal Economic Policy (20 guage and Economy (2)	rox. 60 minutes) 	

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

Module title					Abbreviation		
Industr	ial Mar	nagement 4	12-M-BE-182-m01				
Module	coord	inator		Module offered by			
holder Manage		Chair of Business Manage	Faculty of Managem	nent and Economics			
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
ses wit	h a spe	cial focus on catalogue-b	based procurement s	ystems, electronic te	v supported procurement proces- indering systems, electronic (re- d eSupply chain management sy-		
Intende	ed learr	ning outcomes					
cureme sight in talog-ba supplie dule, st	The students will be able to describe and evaluate both the potentials and goals of electronic supported pro- curement systens and will be able to design appropriate systems for real-life applications. Students will get in- sight into the essentials of operational procurement management, especially e-procurement with a focus on ca- talog-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this mo- dule, 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.						
Course	s (type,	, number of weekly conta	ct hours, language –	- if other than Germa	n)		
V (2) +							
Course	type: n	night also be offered as e	Learning, seminary,	workshop, etc.			
					tion offered — if not every seme-		
b) preso c) term d) entir e) portf Langua	ster, 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) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus						
Allocat	ion of p	olaces					
for stud	lents o laces v	f the Master's degree pro vill be set aside for stude	grammes Manageme	ent and International	laces, 15 places will be set aside Economic Policy or Economics irtschaftsinformatik (Business In-		
Additio	nal info	ormation					
Worklo	ad						
150 h							
Teachir	ng cycl	e					
Teachir	ng cycle	e: after announcement					
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)			
Module	appea	in in					

Master's with 1 major China Language and Economy	
(2019)	

Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) exchange program Business Management and Economics (2022)

Master's with 1 major China Language and Economy

(2019)

Module	title		Abbreviation							
Behavio	oral Eco	onomics	12-M-BEC-182-m01							
Module coordinator				Module offered by						
holder of the Chair for Economics, Contract Theory and In- formation Economics										
			Only after succ. compl. of module(s)							
5		rical grade		• • • •						
Duration		Module level	Other prerequisites							
1 semester		graduate								
Conten	Contents									
 Behavioral economics refers to the field of research which, inspired by numerous documented deviations from the rational behavior assumed in neoclassical analysis, tries to improve the psychological realism of the idea of man in economics by incorporating insights from psychology into traditional economic analysis. In this course students will become familiar with several of the most influential behavioral-economic theories of individual decision making, which allows to explain a plethora of empirically documented deviations from the neoclassical model. These behavioral-economic theories usually contain the neoclassical standard model as special case and therefore are to be considered as an extensions of rather than alternatives to the neoclassical model. While the focus of this lecture is on theories of individual decision making, we will explore the implications of these theories also in the context of market settings. As behavioral economics represents an extension of the neoclassical model, a solid understanding of the latter is required for this course. In consequence, the course is intended in particular for advanced students who completed the class "Advanced Microeconomics". While the exposition is primarily based on research articles, some topics of the lecture can be reviewed in the following textbooks: Dahmi (2016): "The Foundations of Behavioral Economic Analysis" Angner (2012): "A Course in Behavioral Economics" Wilkinson and Klaes (2012): "An Introduction to Behavioral Economics" Wakker (2010): "Prospect Theory for Risk and Ambiguity" 										
Intende	ed learr	ning outcomes								
 After completing the course students will be able to explain essential findings of behavioral economic theory, apply the involved methods to given stylized examples on their own, recognize in which real life situations and how the results can be applied. 										
Courses (type, number of weekly contact hours, language — if other than German)										
V (2) + Ü (2) Module taught in: English										
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)										
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus Allocation of places Additional information 										

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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) China Business and Economics (2021)

Master's degree (1 major) China Language and Economy (2021)

Master's degree (1 major) Economathematics (2021)

exchange program Business Management and Economics (2022)

Module	e title		Abbreviation						
Business Analytics 12-M-BUA-161-m01									
Module coordinator				Module offered by					
	of the C	hair of Business Analytic	Faculty of Management and Economics						
ECTS		od of grading	Only after succ. compl. of module(s)						
10	<u> </u>	rical grade							
			Other prerequisites	ther prerequisites					
1 seme		graduate							
Contents									
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-struc- tured 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 sy- stems as well as analytical information systems and quantitative methods of data analysis. Students work on current topics using methods from machine learning, mathematical optimization and simulati- on.									
Intended learning outcomes									
 The module provides students with knowledge of: 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)									
S (2)									
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 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester									
Allocation of places									
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.									
Additio	onal info	ormation							
Worklo	ad								
300 h									
Teaching cycle									
Teaching cycle: each semester									
Referred to in LPO I (examination regulations for teaching-degree programmes)									
Module appears in									
Master's degree (1 major) Economathematics (2016)									
Master's degree (1 major) Business 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)									
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(2019)	iai i majul			ECTS) China Language and Ec	-	page 72 / 311			

Master's degree (1 major) China Language and Economy (2016)
Master's degree (1 major) Management (2018)
Master's degree (1 major) China Business and Economics (2019)
Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) Information Systems (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)

Module tit	le			Abbreviation	
Communic	cation in Business and Econo	mics		12-M-BUC-182-m01	
Module co	ordinator		Module offered by		
holder of t	he Professorship of Economi	c Journalism	Faculty of Managen	nent and Economics	
ECTS M	ethod of grading	Only after succ. com	· · · · -		
	ımerical grade				
Duration	Module level	Other prerequisites			
1 semester	ii				
Contents					
discussed discrepand forms of Pl be system se deals w the possib Intended la	. The added value of community between journalism and P R. The preparation and imple atically explained, and the control of the practical implementary with the practical implementary possibilities and concepts of PR works and concepts of PR works and concepts of PR works and provide the provided the pro	nication for companie R is discussed, as we mentation of press n entral aspects of corp tion of journalistic st ork across different m	es, business, politics ell as the basic eleme neetings, conference porate communicatic yles in the various m redia and target grou	he theoretical models of PR are s, and science is explained. The ents, instruments, goals, and es, campaigns, and events will ons will be outlined. The exerci- redia and provides an overview of ups.	
as well as communic	methods and in a holistic co ation with regard to reflection	ntext. Students learn n, argumentation, an	professional compe d exchange as a PR	etencies in the field of (business) consultant in different areas. In prepare them professionally.	
Courses (t	ype, number of weekly conta	ct hours, language –	· if other than Germa	n)	
V (2) + Ü (2 Module tai	2) ught in: English				
Method of	assessment (type, scope, la	nguage — if other tha	an German, examina	tion offered — if not every seme-	
ster, inforr	mation on whether module ca	an be chosen to earn	a bonus)	- -	
	amination (approx. 60 minute of assessment: English for bonus	es)			
Allocation	of places				
	•				
Additional	l information				
Additionat					
Workload					
150 h					
Teaching o	cycle				
Teaching c	cycle: winter semester				
Referred to	o in LPO I (examination regu	lations for teaching-o	legree programmes)		
Module ap	opears in				
Master's degree (1 major) Management (2018)					
	legree (1 major) International		18)		
	legree (1 major) China Busine	-			
Master's d	legree (1 major) China Langua	age and Economy (2c	019)		
	legree (1 major) Information S				
	legree (1 major) China Busine				
	legree (1 major) China Langua		021)		
	legree (1 major) Economather		anaratad to American		
Master's with 1 i (2019)	major China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec		



exchange program Business Management and Economics (2022)

				Abbreviation	
Discounted Cashflo				12-M-CF1-182-m01	
Module coordinator			Module offered by		
holder of the Chair o Finance	of Business Manage	ement and Corporate	Faculty of Managem	nent and Economics	
ECTS Method of §	grading	Only after succ. com	pl. of module(s)		
5 numerical g	rade				
Duration Mod	ule level	Other prerequisites			
1 semester grad	uate				
Contents					
	evered and levered			as uncertainty in the context of well as their influence on the	
Syllabus:					
3. Valuation of lev 4. Practice of DCF m Intended learning of After completion of to apply properly th	xes onal taxes orate taxes r uncertainty alevered companies vered companies ethods outcomes this module, the stu em in order to evalu	udents will know a va iate projects or firms.		cashflow techniques and are able	
Courses (type, num	ber of weekly conta	ct hours, language —	if other than Germa	n)	
V (2) + Ü (2)					
		nguage — if other tha an be chosen to earn		tion offered — if not every seme-	
b) term paper (appr	a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English				
Allocation of places	i				
Additional informat	ion				
Workload					
150 h					
Teaching cycle					
Teaching cycle: win	ter semester				
		lations for teaching-d	legree programmes)		
Module appears in					

(2019)

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)

Module title			Abbreviation			
Portfolio and Capital Market Theory					12-M-CF2-182-m01	
Module coordinator				Module offered by		
holder o Finance		Chair of Business Manage	ement and Corporate	Faculty of Managem	nent and Economics	
ECTS Method of grading Only after succ. compl. of module(s)						
5	numei	rical grade				
Duratio	n	Module level	Other prerequisites			
1 semes	ster	graduate				
Conten	ts					
	market	theory (namely capital a			n this basis the most important ing its assumptions, implications	
Syllabu	s:					
1. 2 A 2. Mu 3. Cri 2. Capit 1. As 2. Im	Asset-C Iltiple-/ tique o al Asse sumpti plicatic	Asset-Case If Portfolio Theory et Pricing Model ons and Derivation	ternatives			
		ning outcomes				
		nables the students				
opportu	inities	and individual utility fun	ction;		r given the different investment	
		and and use the central C	· · ·			
V $(2) + 1$, number of weekly conta	ct hours, language –	· If other than Germa	n)	
		accment (tuna ccona la	nguaga if athor the	n Cormon ovomina	tion offered — if not every seme-	
ster, inf	ormati	on on whether module ca	an be chosen to earn	a bonus)	tion onered — If not every seme-	
b) term	paper ge of a	nination (approx. 60 to 9 (approx. 15 pages) ssessment: German and/ bonus				
Allocati	ion of p	olaces				
Additional information						
Worklo	ad					
150 h						
Teachir	ig cycle	9				
		e: summer semester				
		LPOI (examination regu	lations for teaching-c	legree programmes)		
			0			

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)

Dick M	e title				Abbreviation
Risk Management and Corporate Finance			12-M-CF3-182-m01		
		• .			
Module				Module offered by	
		Chair of Business Manag	ement and Corporate	Faculty of Managem	ient and Economics
Finance			Out offerences and		
ECTS		od of grading rical grade	Only after succ. con	ipl. of module(s)	
5					
Duratio		Module level	Other prerequisites		
1 seme		graduate			
Conten					l markets. In particular, futures,
swaps ment. I luation 1. Intro 2. Futur 3. Swap 4. Optio 5. Meas Intendo Upon c (i) inde (ii) to u	and op param param duction res & Fo os ons sures o ed lear omplet pende nderst	tions are considered as v cular, students will be in eters. In addition, some n orwards	well as their possible troduced to the theor established risk mea ents will be able to, ilue of the derivatives on capital market hed	applications in the c y involved in pricing sures such as value- discussed, as well a ging strategies.	context of financial risk manage- options, as well as important va at-risk are discussed.
V (2) + Methoo ster, in a) writt b) term Langua	d of ass formati en exa paper ge of a	on on whether module c mination (approx. 60 to g (approx. 15 pages) ssessment: German and	anguage — if other the an be chosen to earn 90 minutes) or	an German, examina	tion offered — if not every seme
V (2) + Method ster, in a) writt b) term Langua credita	d of ass format en exa paper ge of a ble for	on on whether module c mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus	anguage — if other the an be chosen to earn 90 minutes) or	an German, examina	
V (2) + Method ster, in a) writt b) term Langua credita	d of ass format en exa paper ge of a ble for	on on whether module c mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus	anguage — if other the an be chosen to earn 90 minutes) or	an German, examina	
V (2) + Method ster, in a) writt b) term Langua credita Allocat	d of ass format en exa paper ge of a ble for ion of p	on on whether module c mination (approx. 60 to (approx. 15 pages) ssessment: German and bonus	anguage — if other the an be chosen to earn 90 minutes) or	an German, examina	
V (2) + Method ster, in a) writt b) term Langua credita Allocat	d of ass format en exa paper ge of a ble for ion of p	ion on whether module of mination (approx. 60 to 9 (approx. 15 pages) ssessment: German and bonus blaces	anguage — if other the an be chosen to earn 90 minutes) or	an German, examina	
V (2) + Method ster, in a) writt b) term Langua credita Allocat Additio	d of ass formati en exa paper ge of a ble for ion of p	ion on whether module of mination (approx. 60 to 9 (approx. 15 pages) ssessment: German and bonus blaces	anguage — if other the an be chosen to earn 90 minutes) or	an German, examina	
V (2) + Method ster, in a) writt b) term Langua credita Allocat Additio Worklo	d of ass formati en exa paper ge of a ble for ion of p	ion on whether module of mination (approx. 60 to 9 (approx. 15 pages) ssessment: German and bonus blaces	anguage — if other the an be chosen to earn 90 minutes) or	an German, examina	
V (2) + Method ster, in a) writt b) term Langua credita Allocat Additio Worklo 150 h	d of ass formati en exa paper ge of a ble for ion of p mal inf	ion on whether module of mination (approx. 60 to 9 (approx. 15 pages) ssessment: German and bonus blaces ormation	anguage — if other the an be chosen to earn 90 minutes) or	an German, examina	
V (2) + Method ster, in a) writt b) term Langua credita Allocat Additio Worklo 150 h Teachin	d of ass format en exa paper ge of a ble for ion of p onal inf ad	on on whether module of mination (approx. 60 to 9 (approx. 15 pages) ssessment: German and bonus blaces ormation	anguage — if other the an be chosen to earn 90 minutes) or	an German, examina	
V (2) + Method ster, in a) writt b) term Langua credita Allocat Additio Worklo 150 h Teachin Teachin	d of ass formati en exa paper ge of a ble for ion of p mal inf ad	on on whether module of mination (approx. 60 to 9 (approx. 15 pages) ssessment: German and bonus olaces ormation e e: winter semester	anguage — if other tha an be chosen to earn 90 minutes) or I/or English	an German, examina a bonus)	
V (2) + Method ster, in a) writt b) term Langua credita Allocat Additio Worklo 150 h Teachin Teachin	d of ass formati en exa paper ge of a ble for ion of p mal inf ad	on on whether module of mination (approx. 60 to 9 (approx. 15 pages) ssessment: German and bonus blaces ormation	anguage — if other tha an be chosen to earn 90 minutes) or I/or English	an German, examina a bonus)	
V (2) + Method ster, in a) writt b) term Langua credita Allocat Additio Worklo 150 h Teachin Referre 	d of ass formati en exa paper ge of a ble for ion of p mal inf ad	ion on whether module of mination (approx. 60 to 9 (approx. 15 pages) ssessment: German and bonus olaces ormation e e: winter semester LPOI (examination regu	anguage — if other tha an be chosen to earn 90 minutes) or I/or English	an German, examina a bonus)	
V (2) + Method ster, in a) writt b) term Langua credita Allocat Module Module	d of ase formati en exa paper ge of a ble for ion of p onal inf ad ng cycl ed to in	ion on whether module of mination (approx. 60 to 9 (approx. 15 pages) ssessment: German and bonus blaces ormation e e: winter semester LPO I (examination regu	anguage — if other the an be chosen to earn 90 minutes) or I/or English	an German, examina a bonus)	
V (2) + Method ster, in a) writt b) term Langua credita Allocat Additio Worklo 150 h Teachin Teachin Referre Module	d of ass formati en exa paper ge of a ble for ion of p mal inf ad ng cycle ed to in e appea	ion on whether module of mination (approx. 60 to 9 (approx. 15 pages) ssessment: German and bonus olaces ormation e e: winter semester LPO I (examination regu ars in ee (1 major) Managemen	anguage — if other the an be chosen to earn 90 minutes) or I/or English ulations for teaching-o	an German, examina a bonus) degree programmes)	
V (2) + Method ster, in a) writt b) term Langua credita Allocat Additio Worklo 150 h Teachin Teachin Referre Module Master Master	d of ass formati en exa paper ge of a ble for ion of p onal inf ad ad ad ad ad ad ad ad ad ad ad ad ad	ion on whether module of mination (approx. 60 to g (approx. 15 pages) ssessment: German and bonus olaces ormation e e: winter semester LPO I (examination regu ars in ee (1 major) Managemen ee (1 major) Internationa	anguage — if other tha an be chosen to earn 90 minutes) or I/or English Jor English Jations for teaching-out t (2018) I Economic Policy (20	an German, examina a bonus) degree programmes)	
V (2) + Method ster, in a) writt b) term Langua credita Allocat Morklo 150 h Teachin Teachin Referre Module Master Master Master	d of ass formati en exa paper ge of a ble for ion of p onal inf onal inf ad ad ag cycle ag cycle ad to in 's degr 's degr 's degr	ion on whether module of mination (approx. 60 to 9 (approx. 15 pages) ssessment: German and bonus blaces ormation e e e: winter semester LPO I (examination regu ars in ee (1 major) Managemen ee (1 major) China Busin	anguage — if other the an be chosen to earn 90 minutes) or I/or English Jor En	an German, examina a bonus) degree programmes) 18) 2019)	
V (2) + Method ster, in a) writt b) term Langua credita Allocat Additio Worklo 150 h Teachin Teachin Referre Master Master Master Master Master	d of ase formati en exa paper ge of a ble for ion of p onal inf ad ad ad ad ad ad ad ad ad ad ad ad ad	ion on whether module of mination (approx. 60 to 9 (approx. 15 pages) ssessment: German and bonus blaces ormation e e: winter semester LPO I (examination regu ars in ee (1 major) Managemen ee (1 major) Internationa ee (1 major) China Busin ee (1 major) China Langu	anguage — if other the an be chosen to earn 90 minutes) or I/or English Jor English Jations for teaching-out I (2018) I Economic Policy (20 ess and Economics (2 age and Economy (20	an German, examina a bonus) degree programmes) 18) 2019)	
V (2) + Method ster, in a) writt b) term Langua credita Allocat Additio Worklo 150 h Teachin Teachin Referre Master Master Master Master Master Master	d of ass formati en exa paper ge of a ble for ion of p mal inf ad ng cycle d to in 's degr 's degr 's degr 's degr	ion on whether module of mination (approx. 60 to 9 (approx. 15 pages) ssessment: German and bonus blaces ormation e e e: winter semester LPO I (examination regu ars in ee (1 major) Managemen ee (1 major) China Busin	anguage — if other the an be chosen to earn 90 minutes) or I/or English ulations for teaching-out it (2018) I Economic Policy (20 ess and Economics (2 lage and Economy (20 Systems (2019)	an German, examina a bonus) degree programmes) 18) 2019)	



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

Module title		Abbreviation				
Selected Topics in Corporate Finance				12-M-CF4-182-m01		
			Madula offered by			
Module coo			Module offered by			
holder of the Finance	e Chair of Business Manag	ement and Corporate	Faculty of Managen	nent and Economics		
ECTS Met	hod of grading	Only after succ. com	pl. of module(s)			
5 num	nerical grade					
Duration Module level Other prerequisites						
1 semester	graduate					
Contents						
This module	serves the purpose of trar	nsferring credits from				
	es taken at other German o		sities			
	onal courses offered on a s					
	es offered by new chairs th			culum.		
	Ider will ensure that the co		credit transfer.			
	arning outcomes		intinu of constant of a			
	f accrediting multiple kind		• •		1.	
	e, number of weekly conta	act hours, language —	f other than Germa	in)		
V (2) + Ü (2)						
	ssessment (type, scope, la ation on whether module c			tion offered — if not	every seme-	
a) written ex	amination (approx. 60 to g	90 minutes) or				
	er (approx. 15 pages)	, .				
Language of	assessment: German and	/or English				
	offered: In the semester in	n which the course is	offered			
creditable fo	or bonus					
Allocation o	fplaces					
Additional i	nformation					
Workload						
150 h						
Teaching cy	cle	-				
	cle: after announcement					
	in LPO I (examination regu	lations for teaching.	legree programmes)			
Kelelleu to						
 Module appears in						
	Module appears in Master's degree (1 major) Management (2018)					
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (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 (2019)						
	gree (1 major) China Langu					
		_ , , ,				
	Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022)					
	gree (1 major) Managemen	•	,			
	gree (1 major) Economathe					
	-					
Master's with 1 ma (2019)	ijor China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 82 / 311	

Module					Abbreviation	
Risk m	easuren	nent and risk valuation:	Concepts and application	ations for banks	12-M-CF5-182-m01	
Module	e coordi	nator		Module offered by	l	
		hair of Business Manage	ement and Cornorate		nent and Economics	
Finance			ement and corporate	racuity of Manager		
ECTS	Metho	d of grading	Only after succ. com	pl. of module(s)		
5						
Duratio	on [Module level	Other prerequisites			
1 seme		graduate				
Conten	I	<u> </u>				
The cou and the	urse aug e concej	gments the usual consid ot of risk as a capital req supervisory regulations.				
Intende	ed learn	ing outcomes				
1. to ju 2. to ac 3. to re	ldress e	ble appropriateness and pro ssential risks in banks a e concept of risk as a cap	nd to understand the	eir handling by supe		
Course	s (type,	number of weekly conta	ct hours, language —	if other than Germa	ın)	
V (2) +		•				
		essment (type, scope, la on on whether module ca			ition offered — if not	every seme-
		nination (approx. 60 min	utes) or			
		(approx. 15 pages)	/ -			
	ige of as ble for b	ssessment: German and,	or English			
Allocat	ion of p	laces				
Additio	onal info	ormation				
Worklo	ad					
150 h						
Teachi	ng cycle					
		: winter semester				
		LPOI (examination regu	lations for teaching-o	legree programmes)		
	e appea	rs in				
			t (2018)			
	-	ee (1 major) Management ee (1 major) International		18)		
	-	e (1 major) China Busine	•			
	-	e (1 major) China Langu				
	-	e (1 major) Information S		<i>,</i> ,		
	-	e (1 major) China Busine		.021)		
	-	e (1 major) China Langu				
Master	's degre	ee (1 major) Economathe	matics (2021)			
Mactoria	ith 1 maior	China Language and Economy	IMII \\//;)vabva =	enerated 19-Apr-2025 • exam	n reg data ro	naro 9a / arr
2019)	minimajor	China Language and Economy		ECTS) China Language and Ec		page 83 / 311



Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)

Module title					Abbreviation	
Change	Mana	gement			12-M-CHA-182-m01	
Module	coord	inator		Module offered by		
holder of and Acc		Chair of Business Manag Ig	ement, Controlling	Faculty of Management and Economics		
ECTS		od of grading	Only after succ. con	pl. of module(s)		
5	nume	rical grade				
Duration Module level Other prerequisites						
1 semes	ster	graduate				
Contents						
analyze cusses tion is a with tea projects	e existin how to a unive am buil s are ta	dule, theoretical basics ng change projects in de involve stakeholders in rsal principle. The modu ding, conducting an em then from the social sect	tail. We try to answer change, what motiva le covers projects like ployee survey, or deve	related questions, to tes them to embrace e merging two depart eloping a new missio	oo. For example, the change, and wheth ments, restarting a constatement. The ma	module dis- er participa- department
		ning outcomes				
emotion strumen in these	nal rea nts in c e proce	ting the lecture, student ctions in change process hange processes can be sses and are able to use nge processes.	ses. Change processe questioned. Student	s can be critically an s are able to identify	alyzed and the use of the typical pitfalls a	of typical in- Ind hurdles
Course	s (type	, number of weekly conta	act hours, language –	if other than Germa	n)	
V (2) + ĺ	Ü (2)					
		e ssment (type, scope, la on on whether module c			tion offered — if not	every seme-
b) term Langua	paper ge of a ment o	nination (approx. 60 mir (approx. 15 pages) ssessment: German and ffered: In the semester ir bonus	/or English	offered		
Allocati	ion of p	olaces				
			_			
Additio	nal info	ormation				
Worklo	ad					
150 h						
Teachir	ng cycl	е				
Teachin	ng cycle	e: no courses offered				
Referre	d to in	LPOI (examination regu	llations for teaching-	legree programmes)		
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 with 1 major China Language and Economy Master's with 1 major China Language and Econo						
(2019)		5.1.3.2 20011011/		ECTS) China Language and Eco		,, ,, ,



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

Module	e title				Abbreviation	
Manag	Managerial Accounting in the Company Management				12-M-CIU-182-mo:	1
Module	- coord	instor		Module offered by	<u> </u>	
			and Controlling	-		-
		Chair of Business Manag	ement, Controlling	Faculty of Managen	nent and Economic	.5
and AccountingECTSMethod of gradingOnly after succ. compl. of			npl. of module(s)			
5		erical grade				
Duratio	n	Module level	Other prerequisites	i		
1 seme	ster	graduate				
Conten	ts					
analyze cusses tion is a with tea project Intende After pa emotio strume in thesa lutions Course V (2) + Method ster, in a) writt b) term Langua	e existi how to a unive am bui s are ta ed learn articipa nal rea nal rea in cha s (type Ü (2) d of ass formati en exan paper age of a	adule, theoretical basics of ng change projects in der o involve stakeholders in ersal principle. The modu lding, conducting an emp aken from the social sector ning outcomes atting the lecture, students ctions in change processes change processes can be esses and are able to use nge processes. , number of weekly conta sessment (type, scope, la ion on whether module c mination (approx. 60 mir (approx. 15 pages) essessment: German and	tail. We try to answer change, what motiva le covers projects like oloyee survey, or dev or, but can be transfe s will be able to under es. Change processe questioned. Student their knowledge for their knowledge for act hours, language – inguage – if other th an be chosen to earn nutes) or /or English	related questions, to tes them to embrace e merging two depart eloping a new missio erred to industry and erstand the occurrence is can be critically and ts are able to identify own future projects a - if other than Germa an German, examina a bonus)	bo. For example, the e change, and whet tments, restarting a con statement. The r SMEs. ce of resistance and halyzed and the use y the typical pitfalls as well as to create	e module dis- her participa- a department najority of the d massive e of typical in- s and hurdles their own so-
Assess credita		ffered: In the semester ir bonus	i which the course is	offered		
Allocat	ion of j	places				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cvcl	e	-			
		e: no courses offered				
		LPOI (examination regu	lations for teaching-	degree programmes)		
Module	e appea	ars in				
Master Master Master Master Master	's degr 's degr 's degr 's degr 's degr	ee (1 major) Managemen ee (1 major) China Busing ee (1 major) China Langu ee (1 major) Information 2 ee (1 major) China Busing	ess and Economics (2 age and Economy (20 Systems (2019) ess and Economics (2	2021)		
		ee (1 major) China Langu				
Aaster's wi	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	n. reg. data re-	page 87 / 311

Module title				Abbreviation		
Contrac		-			12-M-CT-182-m01	
Module	coord	inator		Module offered by		
holder formati		Chair for Economics, Cont nomics	tract Theory and In-	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	Contents					
ons are a transa distribu nomica tributio tutiona of "mor "advers cations tive des Even th about, f than ha with log The exp	charac action of ition of illy effic n of inf i) frame ral haza se selec we will sign wit ough v this con this con	cterized by asymmetric di usually is privy to information subsequent cient. Contract theory add formation can best be mi ework that governs the tra- ard" (i.e., situations when ction" (i.e., situations when address questions disc thin organizations or the we will work with precise urse requires little more t	istribution of informa- ation that the remain ly was recognized to dresses the question tigated by appropriat ansaction under con- re one party has priva- ere one party has priva- ere one party has priva- ere one party has priva- design of labor law re- mathematical formal han a solid understa ground is having a sta g- e following textbook	tion – i.e., at least o ing parties do not ha be a major impedim how the inefficiencie te design of the contr sideration. This lectur ate knowledge after a vate knowledge befor hal, personnel or ind egulations and comp izations of the ideas nding of basic differ trong interest in form	i not most) economic transacti- ne of the parties participating in we access to. This asymmetric ent for transactions to be eco- es arising from asymmetric dis- ractual (or, more generally, insti- ire covers the baseline models a contract has been signed) and ore a contract is signed). As appli- ustrial economics, such as incen- betition laws. that we want to think and talk ential calculus. More important hal economic analysis and fun	
		ning outcomes				
• e: • a • ir tr • e	 After completing the course students will be able to explain essential findings of contract theory, apply the involved methods to given stylized examples on their own, interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information, evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties. 					
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
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						
Additio	nal inf	ormation				

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

Module appears in

Master's degree (1 major) Management (2018)

Master's degree (1 major) International Economic Policy (2018)

Master's degree (1 major) China Business and Economics (2019)

Master's degree (1 major) China Language and Economy (2019)

Master's degree (1 major) China Business and Economics (2021)

Master's degree (1 major) China Language and Economy (2021)

Master's degree (1 major) Economathematics (2021)

exchange program Business Management and Economics (2022)

Module title				Abbreviation			
Design of Field Experiments and Studies 12-M-DFES-182-mo1					L		
Module	e coordir	ator		Module offered by			
holder	of the Cl	nair of Labour Economi	s	Faculty of Managen	nent and Economics		
ECTS		l of grading	Only after succ. compl. of module(s)				
5	numeri	cal grade					
Duratio		Nodule level	Other prerequisites				
1 seme	ster §	graduate					
Conten	its						
The module "Design of Field Experiments and Studies" deals with the planning, implementation and evaluation of field experiments and empirical studies.							
 Intended These to ments Course V (2) + 	 Basics of experimental design Planning field experiments Conducting field experiments Statistical analysis of field data Internal and external validity 						
a) writt b) term Langua Assess	en exam n paper (a age of as sment off	n on whether module c ination (approx. 60 min approx. 15 pages) sessment: English ered: In the semester in	nutes) or				
credita	ble for b	onus					
Allocat	tion of pl	aces					
Additio	onal info	rmation					
Resear	ch track	module in Master's pro	gramme IEP				
Worklo	bad						
150 h							
Teachi	ng cycle						
		after announcement					
	_		lations for teaching.	legree programmes)			
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module	e appear	c in					
		• (1 major) Managemen	t (2018)				
	-	e (1 major) Internationa		18)			
	-	e (1 major) China Busin					
		hina Language and Economy		enerated 19-Apr-2025 • exam	. reg. data re-	page 90 / 311	
(2019)		,		ECTS) China Language and Ec	-		

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

Module title				Abbreviation			
Digital Marketing I					12-M-DM1-182-m01		
Module	e coord	inator		Module offered by			
holder ting	ofthe	Chair of Business Admi	nistration and Marke-	Faculty of Managen	nent and Economics		
ECTS	Methe	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	Contents						
Contents Digitalization is rapidly changing our lives, including all types of business relationships. Therefore, new opportunities and approaches have emerged in all areas of the marketing mix: Managers can choose from a wide variety of new communication channels, such as social media networks, blogs, or messengers, and can engage in influencer marketing and search engine optimization. They increasingly rely on online customer co-creation or crowd-sourcing and create a wide variety of new digital products and services, often related to completely new business models. Through price crawlers and price setting tools customers' price search behaviors have significantly changed, requiring new price setting techniques. Artificial intelligence enables managers to automize and optimize many of these marketing processes, thus offering new opportunities and challenges for companies. Overall, digital marketing offers a tremendous variety of concepts and approaches to seize respective opportunities and deal with related challenges, which will be largely highlighted and discussed in this course. Course structure: • Introduction to Digital Marketing (incl. trends and major players) • Digital Product Management (incl. management of digital and digitalized products, innovations, and brands) • Digital Price Management (incl. digitalized and innovative pricing models and tools, such as crawlers, pay-per-use pricing, etc.) • Digital Communication Management (incl. social media marketing, influencer marketing, search engine marketing, mobile marketing, content marketing, viral marketing, augmented and virtual reality marketing, etc.) • Responsibilities resulting from Digital Marketing (incl. customer privacy, ethical challenges, organizational aspects)							
Intende	ed lear	ning outcomes					
ing con After at	icepts o ttendin	ovides a broad overvie of digital marketing and g this course, students of how to implement the	l illustrates these appr should have a broad a	oaches and concepts nd in-depth underst	s along numerous ca	ase studies.	
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)		
V (2) + Module	• •	t in: English					
		sessment (type, scope, ion on whether module			tion offered — if not	every seme-	
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus							
Allocat	ion of	olaces					
Additional information							
Master's w	ith 1 maio	r China Language and Economy	JMU Würzburg • g	enerated 19-Apr-2025 • exam	. reg. data re-	page 92 / 311	
(2019)				ECTS) China Language and Ec	-		

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

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Module appears in

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

Module title				Abbreviation		
Digital Marketing II 12-M-DM2-182-m01						
Module coordinator				Module offered by		
				· · · · · ·		
holder of the Chair of Business Administration and Mark ting				Faculty of Managem	nent and Economics	
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	Its	·				
In this module, students take on the fictitious role of marketing managers who manage the marketing depart- ment of a large company division in the consumer electronic goods sector. They are asked to develop a marke- ting strategy for the division, which includes the product portfolio, suitable pricing approaches, online and offli- ne communication and marketing via online and offline sales channels. The situation described above is illustra- ted in a so-called "business simulation", which is completed online in several groups.						
Intende	ed lear	ning outcomes				
in relat	ion to t	, students learn to apply a the respective company s g application in business	ituation. The course			
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) + Module		ıt in: English				
		sessment (type, scope, la ion on whether module ca			tion offered — if not	every seme-
b) term Langua	paper age of a ment c	mination (approx. 60 to 1 (15 to 20 pages) Issessment: English Iffered: In the semester in		offered		
Allocat	ion of	places	·			
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycl	e: no courses offered				
		LPOI (examination regu	lations for teaching-	degree programmes)		
Module	anne	ars in				
		ee (1 major) Business Info	ormation Systems (a	216)		
	-	ee (1 major) Business Ma	•	516)		
	-	ee (1 major) International		15)		
	-	ee (1 major) Management	•	-)/		
	-	ee (1 major) International		18)		
	-	ee (1 major) China Busine	-			
	-	ee (1 major) China Langu		•		
	-	ee (1 major) Information S				
		r China Language and Economy	JMU Würzburg • g	enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 94 / 311

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

Module title			Abbreviation					
DSGE N	DSGE Modelling 12-M-DMM-182-mo1					1		
Module	e coord	inator		Module offered by				
head o	f the W	ork Group of Empirical E	conomics	Faculty of Management and Economics				
ECTS	Metho	od of grading	Only after succ. compl. of module(s)					
5	numer	rical grade						
Duratio	on	Module level	Other prerequisites					
1 seme	I	graduate						
Conten	Contents							
The course offers an introduction to "Dynamic Stochastic General Equilibrium Modelling" (DSGE). These models are designed to describe the business cycle at the macro level. In a first step, we analyse the behaviour of a re- presentative household. In particular, we describe how consumption, asset allocation and labour supply plans are formulated. In a second step, we focus on the firm sector and address how firms solve for optimal production plans. In a third step, we explain what role the central bank plays in stabilising the business cycle. Thereby, we show how changes in interest rates interact with optimal decisions taken by households and firms. We also discuss hot topics such as CAPM models and monetary policy in the euro area.								
	-	ning outcomes						
• 5 • 1 • 5 • 6	 Linearization methods (e.g., Taylor-expansions). Solving linear difference expectations by minimum state variabel techniques (MSV-solution). Basic time series concepts such as impilse response functions, variance decompositions. 							
Course	s (type,	, number of weekly cont	act hours, language –	- if other than Germa	n)			
V (2) +	Ü (2)							
		essment (type, scope, l on on whether module o			tion offered — if not	every seme-		
b) term	n paper	nination (approx. 60 mi (approx. 15 pages) ssessment: German and						
Allocat	ion of p	olaces						
Additio	onal info	ormation						
Resear	ch track	k module in Master's pro	gramme IEP					
Worklo	ad							
150 h								
Teachi	ng cycl	e						
Teachi	ng cycle	e: winter semester						
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)				
Module appears in								
Master	's degre	ee (1 major) Managemer	it (2018)					
Master	's degre	ee (1 major) Internationa	l Economic Policy (20					
	-	ee (1 major) China Busin		-				
		ee (1 major) China Langu						
		ee (1 major) China Busin						
	-	ee (1 major) China Langu China Language and Economy		021) enerated 19-Apr-2025 • exam	reg data re-	page 96 / 311		
(2019)		Language and Economy		ECTS) China Language and Ec	-	Page 20 / Jui		



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

Module title				Abbreviation		
Decision Support Systems					12-M-DSS-161-m01	
Modul	e coord	inator		Module offered by		
	1	Chair of Business Analyti	í l	, , ,	nent and Economics	
ECTS	· · · · · · · · · · · · · · · · · · ·	od of grading	Only after succ. con	npl. of module(s)		
5	<u> </u>	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate	<u> </u>			
The ac	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).					
Intend	ed learr	ning outcomes				
 After successfully completing the course, students should be able to Understand the structure of classic business decision problems Isolate key elements from general problem descriptions and convert them to quantitative decision models Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic) Implement decision support systems 						
Course	s (type,	, number of weekly conta	act hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
		e ssment (type, scope, la on on whether module c			tion offered — if not	every seme-
b) oral approx Langua	examin . 30 mi	ssessment: German and	ch: approx. 15 to 20 n	ninutes; groups of 2:	approx. 20 minutes	; groups of 3:
Allocat	ion of p	olaces				
40 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential considerati- on. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in ac- cordance 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.						l considerati- ocated in ac-
Additio	onal info	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	9				
Teaching cycle: winter semester						
Referre	ed to in	LPOI (examination regu	ulations for teaching-o	degree programmes)		
Modul	e appea	irs in				
Master Master	's degre 's degre	ee (1 major) Economathe ee (1 major) Business Inf ee (1 major) Business Ma ee (1 major) China Busin	ormation Systems (20 anagement (2015)			
Master's w (2019)	ith 1 major	China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 98 / 311

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

Module title				Abbreviation		
E-Commerce I 12-M-EC1-182-m01						
Module coordinator				Module offered by		
holder of the Chair of Business Administration and Marke- F ting				Faculty of Management and Economics		
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5		rical grade		•		
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
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 in- dustry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strat- egy of a selected firm. In doing so, they evaluate the strategies' current and future potential and make suggesti- ons for improvements and for addressing future trends. Furthermore, each lecture session will contain short pre- sentations 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 as-						
		ess strategies. , number of weekly conta	ct hours language	if other than Corma	n)	
V (2) +	Ü (2)	t in: English			11)	
		essment (type, scope, la on on whether module ca			tion offered — if not	every seme-
b) term	paper ge of a	mination (approx. 60 to 1 (15 to 20 pages) ssessment: English bonus	20 minutes) or			
Allocati	ion of p	olaces				
Additio	nalinf	ormation				
Auunto						
	<u> </u>					
Worklo	ad					
150 h						
Teachir	ıg cycl	e				
Teachir	ng cycle	e: summer semester				
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)		
Module appears in						
		ee (1 major) Business Info	ormation Systems (20	016)		
	-	ee (1 major) Business Ma	•			
	-	ee (1 major) International		15)		
	-	ee (1 major) Management	•			
Master'	's degr	ee (1 major) International	Economic Policy (20	18)		
Master'	's degr	ee (1 major) China Busine	ess and Economics (2	.019)		
Master'	's degr	ee (1 major) China Langu	age and Economy (20	019)		
	-	ee (1 major) Information S				
Master's wi (2019)	th 1 major	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 100 / 311

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

Module title				Abbreviation		
E-Commerce II 12-M-EC2-182-m01					12-M-EC2-182-m01	
Module	e coord	inator		Module offered by		
Dean o mics	f the Fa	iculty of Business Manag	ement and Econo-	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
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 in- dustry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strat- egy of a selected firm. In doing so, they evaluate the strategies' current and future potential and make suggesti- ons for improvements and for addressing future trends. Furthermore, each lecture session will contain short pre- sentations 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.						
•		ning outcomes			5	
This cla	ass ena	•	ights into real-life e-o	commerce strategies	and to train their abilities in as-	
	ī	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2)		t in: English			.,	
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-	
b) term Langua	paper ge of a ment o	mination (approx. 60 to 1 (15 to 20 pages) ssessment: English ffered: In the semester in bonus		offered		
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	•				
		e: no courses offered				
			lations for toaching	dagraa programmac)		
Referre	αισπ	LPOI (examination regu		legree programmes)		
Module			(2018)			
	-	ee (1 major) Management ee (1 major) China Busine		2010)		
	-	ee (1 major) China Langua		-		
	-	ee (1 major) Information S		/		
		ee (1 major) China Busine		2021)		
Master	Master's degree (1 major) China Language and Economy (2021)					

	e title			Abbreviation			
Busine	ess Communication in Print, On	line and Social Media	1	12-M-ECC-182-m01			
Module coordinator			Module offered by				
	holder of the Professorship of Economic Journalis		,	nent and Economics			
ECTS	Method of grading	Only after succ. cor)		
5	numerical grade						
Duratio		Other prerequisites	<u>.</u>				
1 seme			•				
Contents This module focuses on the relationship of offer characteristics with benefit aspects for the end consumer and the business models on the part of the providers. Starting from the basics of editorial work and professional text management, the new forms of communication management in social networks are presented. The focus of the lecture is on the use of social media in campaigns (Facebook, Twitter, Instagram, Tiktok). There will also be exercises on various Web 2.0 applications (e.g. online social networks) and on the collection and interpretation of online market research data. However, crisis communication of companies will also be covered in particular opinion-makers on the web as well as protest culture on the web. Intended learning outcomes By participating in the module courses, students acquire job-specific skills in research and interviewing. Students are taught journalistic expertise so that they are able to recognize the forms of presentation of news, re ports, and background reports with their media characteristics and communicative functions in different media genres and create them themselves. Students will be able to prototype and design a social media campaign, describe the editorial and technical approach including feedback, response, and customer engagement. In addition, students will be able to design counter-strategies for corporate communication crises. Courses (type, number of weekly contact hours, language — if other than German) V (2) + Ü (2) Method of assessment (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 asseessment: German and/or English writt							
	ble for bonus tion of places						
Allocal	ion of places	_					
	and information	_					
Additio	onal information						
Worklo							
150 h							
Loss'	ng cycle						
		Teaching cycle: winter semester					
Teachi							
Teachi	ng cycle: winter semester ed to in LPO I (examination reg	ulations for teaching-	degree programmes)				
Teachi		ulations for teaching-	degree programmes)				
Teachin Referre Module	ed to in LPO I (examination reg		degree programmes)				
Teachin Referre Module Master Master Master	ed to in LPO I (examination reg	nt (2018) al Economic Policy (20 less and Economics (20	018) 2019)				
Teachin Referre Module Master Master Master Master	ed to in LPO I (examination reg e appears in "'s degree (1 major) Managemer "'s degree (1 major) Internationa "'s degree (1 major) China Busin	nt (2018) al Economic Policy (20 less and Economics (2 lage and Economy (2)	018) 2019)				
Teachin Referre Module Master Master Master Master Master	ed to in LPO I (examination reg e appears in f's degree (1 major) Managemer f's degree (1 major) Internationa f's degree (1 major) China Busin f's degree (1 major) China Langu	nt (2018) al Economic Policy (20 less and Economics (2 lage and Economy (20 munication (2019)	018) 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) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022) exchange program Business Management and Economics (2022)

Module title					Abbreviation
Experimental Economics					12-M-EE-182-m01
Module	e coord	inator		Module offered by	
holder of the Chair of Labour Economics			S	Faculty of Management and Economics	
ECTS	Metho	od of grading	Only after succ. compl. of module(s)		
5	nume	rical grade			
Duration Module level		Other prerequisites			
1 semester		graduate			
Contents					

Aim and outline of the course:

The Nobel Prizes for Daniel Kahneman and Vernon Smith 2002 and for Richard Thaler 2017 have underlined the increasing importance of experimental methods in economics. Experimental methods are used to collect data using randomization or a highly controlled environment. This course offers an introduction to the methodology of experimental economics and economic laboratory experiments.

In the methodology part it is shown why experiments are a good tool to generate scientific knowledge. Furthermore, widely used techniques in economic experiments are explained and how economic experiments differ from experiments in other social sciences. This part also deals with methods of reasoning, i.e. how inferences can be drawn from evidence that is generated by experiments.

The unifying theme of all laboratory experiments that will be covered is, understanding the behavior of agents, who produce and/or distribute goods by interacting with each other. The first topic is about markets and it includes experiments that shown under which conditions and institutions markets work very efficient and under which conditions and institutions they fail to yield a desirable outcome. The second topic includes experiments that look at the behavior of two agents, who bargain about the distribution of a common pie. On the basis of these results we will discuss experiments that try to explain bargaining behavior and show how agents deviate systematically from the neoclassical framework, i.e. the "homo oeconomicus". The third topic deals with cooperation and institutions that support cooperation in the long run as equilibrium. Further, systematic evidence will be presented on how individuals can be classified in different cooperative types and how these types can explain economic outcomes in natural environments. The forth topic concerns reciprocity, a strong determining factor of human behavior that is nearly universal. We will cover experiments that show how reciprocity can enforce relational contracts in the absence of third party enforcement. Moreover, there will be a special emphasis on how reciprocity affects labor markets.

When time permits up to two additional topics will be covered. The first topic is about gender differences in competitiveness, risk-aversion and overconfidence. The second topic is about the elicitation of social norms.

Prerequisites: Participants should have a basic knowledge about microeconomics, game theory and econometrics.

Literature:

The course will be mainly paper based but the following books provide a good overview and complement the discussed papers.

- Dhami, S. (2016). The Foundations of Behavioral Economic Analysis. Oxford University Press.
- Guala, F. (2005). The Methodology of Experimental Economics. Cambridge University Press

In addition lecture slides will be provided.

Intended learning outcomes

The aim of the course is to familiarize students with the methodology experimental economics. Further, students will be enabled to understand how causal evidence can be obtained using controlled variation and how to generalize from results that are derived in artificial laboratory setting to more natural environments. Moreover, the

Master's with 1 major China Language and Economy	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 105 / 311
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course shall deepen students' understanding of human decision making in multi-agent settings and to make them aware of systematic heterogeneous human behavior in the production and distribution of goods.

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

V (2) + Ü (2)

Module taught in: English

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

a) written examination (approx. 60 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

Research track module in Master's programme IEP

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 (2018)

Master's degree (1 major) International Economic Policy (2018)

Master's degree (1 major) China Business and Economics (2019)

Master's degree (1 major) China Language and Economy (2019)

Master's degree (1 major) China Business and Economics (2021)

Master's degree (1 major) China Language and Economy (2021)

Master's degree (1 major) Economathematics (2021)

Master's degree (1 major) International Economic Policy (2022)

Master's degree (1 major) Management (2022)

Master's degree (1 major) Economathematics (2022)

exchange program Business Management and Economics (2022)

Module title Abbreviation						
European Public Finance 12-M-EFP-182-mo1						
Module coordinator Module offered by	Module offered by					
holder of the Chair of Public Finance Faculty of Management and Economi	cs					
ECTS Method of grading Only after succ. compl. of module(s)						
5 numerical grade						
Duration Module level Other prerequisites						
1 semester graduate Contents						
The course aims at introducing the main public finance issues in the European Union. Students will learn how the revenues of the Union are generated and how they are spent. We will discuss the motivation and implications of the Brexit decision and various coordination problems with respect to public debt, taxation and environmental policy. Economic policy is discussed with simple models, which highlight the central problems.						
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, in rules of conduct in the EU. They are able to apply simple theoretical models to to discuss and ana cific policy problems.						
Courses (type, number of weekly contact hours, language — if other than German)						
V (2) + Ü (2)						
Method of assessment (type, scope, language — if other than German, examination offered — if n ster, information on whether module can be chosen to earn a bonus)	ot every seme-					
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						
6 places. There are no restrictions with regard to available places for students of the Master's degree program- mes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Infor- mation Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.						
Additional information						
Workload						
150 h Teaching cycle						
Teaching cycle: summer semester						
Master's with 1 major China Language and Economy (2019) JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re- cord Master (120 ECTS) China Language and Economy - 2019	page 107 / 311					

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

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) exchange program Business Management and Economics (2022)

Module tit	e			Abbreviation			
Monetary I	Policy and the Financial Sys	tem		12-M-EG1-182-m01			
Module co	ordinator		Module offered by				
holder of th nal Financi	ne Chair of Monetary Econor al Markets	nics and Internatio-	Faculty of Managen	nent and Economics			
ECTS Method of grading Only after succ. compl. of module(s)							
5 nu	merical grade						
Duration	Module level	Other prerequisites	i				
1 semester	graduate						
Contents							
repeats ma third one, r	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.						
Format of t	he module: lectures and exe	ercise sessions					
	es: Basic knowledge of mic siness or similar fields.	roeconomics and ma	croeconomics as tau	ght in Bachelor programs in Eco-			
Usability: N	Naster International Econom	nic Policy					
Requireme exam.	nts for getting credit points	according to the Erop	oean Credit Transfer S	System (ECTS): Passing the final			
ECTS and g	rading: 5 ECTS, Grading on	a scale from 1-5 base	d on the final exam.				
Frequency	of the module: Each winter	term					
Workload:	150 hours (Lecture + Exercis	se Session + Self Stud	dy)				
Duration: 1	Semester						
Intended le	arning outcomes						
pertise on	nstitutional aspects and the understand current develop	eoretical monetary m	odels. Having compl	onetary policy. Students gain ex- eted the module, students will nodels and theories to analyze			
Courses (ty	pe, number of weekly conta	act hours, language –	– if other than Germa	n)			
V (2) + Ü (2)						
	assessment (type, scope, la nation on whether module c			tion offered — if not every seme-			
b) term pap	xamination (approx. 60 mir per (approx. 15 pages) of assessment: German and For bonus						
Allocation	of places						
by lot amor number of	30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo- cated by lot as they become available.						
Additional	information						
Master's with 1 n (2019)	najor China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec				

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) Management (2018)

Master's degree (1 major) International Economic Policy (2018)

Master's degree (1 major) China Business and Economics (2019)

Master's degree (1 major) China Language and Economy (2019)

Master's degree (1 major) China Business and Economics (2021)

Master's degree (1 major) China Language and Economy (2021)

Master's degree (1 major) Economathematics (2021)

Module		-			Abbreviation
Econon	nic Geo	graphy			12-M-EG-182-m01
Module	e coord	inator		Module offered by	
holder	of the (Chair of International Eco	nomics	Faculty of Managem	nent and Economics
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5	L	rical grade			
Duratio		Module level graduate	Other prerequisites		
Conten		graduate			
		in Englisch gelesen			
<u>Conten</u>	<u>t</u>				
cation o	of econ		ne main parts of the l	ecture cover the fund	over key forces driving the allo- ctioning and evolution of cities
l Motiva	ation a	nd Facts			
ll Locat	ion Bas	sics			
- Forces	s Shapi	ng the Location of Econo	mic Activity in Space		
- Some	Intelle	ctual Background			
III Urba	n and I	Regional Economics			
- The Sp	patial S	tructure of Cities			
- City Sy	ystems				
III New	Econor	nic Geography			
- From t	the Nev	v Trade Theory to the New	v Economic Geograph	ıy	
- Footlo	ose Ca	pital Model and Policy Ap	oplications		
- Core F	Periphe	ry Models and Policy App	olications		
- Empiri	ics				
<u>Literatu</u>	<u>ire:</u>				
		es a combination of textb s (current and previous vo			ne Handbook of Urban and Regio- re:
		H. Garretsen and Ch. van sity Press	Marrewijk, 2009, Th	e New Introduction t	o Geographical Economics, Cam-
Baldwii cy, Prin			aviano and F. Robert	Nicoud, 2003, Econ	omic Geography and Public Poli-
		Th. Mayer and J.F. Thisse, ity Press	2008, Economic Geo	ography. The Integra	tion of Regions and Nations, Prin-
Fujita, I	M., P.R.	Krugman and A.J. Venab	les, 1999: The Spatia	al Economy, MIT Pres	S

UNIVERSITÄT WÜRZBURG

Fujita, M. and J.-F. Thisse (2013). Economics of Agglomeration. Cities, Industrial Location and Regional Growth. Cambridge University Press.

Krugman, P.R., 1991, Geography and Trade, MIT Press

Intended learning outcomes

Students acquire a knowledge of the forces which determine the allocation of economic activity in space and they learn to apply fundamental models of cities, city systems and of regional agglomerations to understand and analyze policy issues involving local, regional and international policy questions both analytically and in an economic intuitive way.

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

V (2) + Ü (2)

Module taught in: English

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

a) written examination (approx. 60 to 90 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: 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) 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)

exchange program Business Management and Economics (2022)

Module title A			Abbreviation				
	-	cy, Foreign Exchange N	Narkets, and the Intern	national Monetary	12-M-EG2-182-m01		
System		•					
Module				Module offered by			
		Chair of Monetary Econo Markets	omics and Internatio-	Faculty of Managen	nent and Economics		
ECTS		od of grading	Only after succ. cor	npl. of module(s)			
5	nume	rical grade					
Duratio		Module level	Other prerequisites	6			
1 seme	ster	graduate					
Conten	ts						
The cou	urse de	als with the following to	opics:				
	ning of	change market: foreign exchange mark ith FX.	ets; market structure,	players and evolutic	on; FX transactions;	hedging and	
Theoret and pu busch-)	tical ba rchasir) oversl roach;	economics: ackground and empirica ag power parity (PPP); M hooting model; Balassa Real effective exchange count.	lonetary approach: Fle -Samuelson effect; FX	xible price monetary valuation via the PP	model and sticky p P and the macroeco	rice (Dorn- nomic balan-	
Classifi	ication	regimes and monetary of exchange rate regime monetary system; centra	es; the policy trilemma	a in open economies	; historical developr	nent of the	
Implica tes. The BM	itions o	en economy macroecond If the Mundell-Fleming r MP-PC) model of the ope Achange rates; optimum	nodel for monetary an en economy and its im	d fiscal policy under	ry and fiscal policy ι		
ming fr	tional e amewo	experience with currenc		os; modelling curren	cy crises within the I	Mundell-Fle-	
Intende	ed lear	ning outcomes					
market Next to investn econon	By completing this course, students receive a profound understanding of the functioning of foreign exchange markets, the drivers of exchange rate movements and some exchange rate valuation methods used in practice. Next to a profound knowledge of exchange rate theory the course highlights its practical applicability, e.g. as an investment strategy. In the second part of the course students learn the principles of monetary policy in open economies, including its trade-offs and risks like currency crises. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.						
Course	s (type	, number of weekly cont	tact hours, language –	– if other than Germa	in)		
V (2) +	Ü (2)						
		sessment (type, scope, on on whether module			tion offered — if not	every seme-	
a) writt b) term Langua credita	en exa paper ge of a ble for	mination (approx. 60 m (approx. 15 pages) ssessment: German and bonus	inutes) or d/or English				
Master's wi (2019)	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 113 / 311	

Allocation of places

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

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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) 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)

Module title Abbreviation						
Market F	Research and Demand Analysi	S		12-M-EIO-182-m01		
Module	coordinator		Module offered by	<u> </u>		
holder o	f the Chair of Industrial Econor	nics	Faculty of Managen	nent and Economics		
ECTS	Method of grading	Only after succ. compl. of module(s)				
5	numerical grade					
Duration						
1 semes	5					
	Contents					
 Or En 2. Estima Re Ma Di: Di: 3. Further Inf Us Intended Intended The stud comes. To one can a thorou dents wifirms. Th based of gers. A s 	p of) Econometric methods dinary Least Squares (OLS) dogeneity and how to deal wit ation of demand presentative consumer model ultinomial Logit Model (ML) an screte choice models with indi screte choice models with agg er applications emand and Supply estimation ferring marginal costs sing structural models for coun d learning outcomes lents taking this class will lear They will become familiar with implement these methods in p gh understanding of the so-ca ill become familiar with metho ney will learn how to use such p n the estimated models to eva student that successfully comp also implement a few importar	s d extensions vidual data regate data terfactual policy anal n modern empirical n methods used in esti oractice using statisti lled New Empirical In ds used in estimating models to infer margi luate the effects of ch letes this course will	ysis nethods in studying of mating demand and cal software. The lec dustrial Organization g demand and imper nal costs as well as of nanges in the compe not only be able to r	during exercises wi tures will help stude n (NEIO) methodolog fect competition mo constructing policy s titive environment, s ead empirical acade	ll learn how ents to have gy. The stu- dels among simulations such as mer- emic papers	
	plications of empirical studies					
	(type, number of weekly conta	ct hours, language –	- if other than Germa	in)		
V (2) + Ü Module	(2) taught in: English					
Method ster, info a) writte b) term p	of assessment (type, scope, la prmation on whether module c n examination (approx. 60 to 1 paper (15 to 20 pages)	an be chosen to earn		tion offered — if not	every seme-	
	e of assessment: English le for bonus					
Allocatio	on of places					
 Addition	al information					
Researc	h track module in Master's pro	gramme IEP				
Workloa	d					
150 h						
Teaching	g cycle					
Teaching	g cycle: summer semester					
Master's with (2019)	n 1 major China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 115 / 311	

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

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) 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) exchange program Business Management and Economics (2022)

Module title				Abbreviation			
European Ma	croeconomic Policy			12-M-EMP-182-m01			
Module coord	linator		Module offered by				
holder of the nal Financial	Chair of Monetary Econor Markets	nics and Internatio-	Faculty of Managem	nent and Economics			
	od of grading	Only after succ. con	npl. of module(s)				
5 nume	erical grade Module level	 Other prerequisites					
1 semester	graduate						
Contents							
In particular,	the course outline is as fo	ollows:					
I. Targets of n	nacroeconomic policy						
II. The mecha	nics of the two core macı	roeconomic models					
a. The classic	al model of a self-stabiliz	ing corn economy					
b. The Keynes	sian model of a monetary	economy with inhere	nt instability				
c. The financi	al system and banks in th	ne two models					
III. The diverg	ging policy implications o	f the two paradigms					
a. Unemployr	nent: wage rigidities vers	us rationing of the lal	oor market by the go	ods market			
b. Governmer	nt debt: Crowding out vers	sus Modern Monetary	r Theory (MMT)				
c. Inflation: q	uantity theory versus Phil	lips curve					
d. The incomp	patibility of the two world	S					
IV. A simple I	S/MP/PC model						
V. The monet	ary policy of the ECB						
a. The manda	te of the ECB and possibl	le trade-offs with une	mployment and fina	ncial stability			
b. Conventior	nal/unconventional instru	iments of the ECB / T	he risk of fiscal domi	nance			
c. ECB strateg	gy and climate policy						
d. The threat	of deflation and the Zero-	Lower Bound					
VI. The difficu	It task of coordinating 19	o independent nation	al fiscal policies in t	he EMU			
a. Specific ch	allenges due to lack of po	olitical integration: La	ck of coordination ve	ersus lack of fiscal disci	ipline		
b. The limitat	ions set by Stability and (Growth Pact					
c. The rationa	le of fiscal rules: Maastri	cht Treaty, Fiscal Com	pact/Debt Brake, Go	olden Rule / reform prop	oosals		
VII. Specific E	MU topics						
a. Is the EMU	an optimum currency are	a?					
	al crisis and the euro cris ario Draghi ("Whatever it t	-	mance of the ECB un	til 2012 and the paradig	gm		
Master's with 1 majo (2019)	or China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec		age 117 / 311		

c. The ECB in the Corona crisis and Next Generation $\operatorname{E\!U}$

Intended learning outcomes

By the end of the course, students will have gained a basic understanding of European macroeconomics.

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

6 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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)

exchange program Business Management and Economics (2022)

Empiri	e title				Abbreviation		
	cal HR	Research with Stata			12-M-EPF-161-m01		
Modul	e coord	linator		Module offered by	<u> </u>		
holder	of the	Chair for Human Resourc	e Management and	· · ·	nent and Economics	5	
Organi			e management and	indeated of Manager		, ,	
ECTS		od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade		• · · · · ·			
Duratio	on	Module level	Other prerequisites	5			
1 seme	ester	graduate					
Conter	nts	•					
most in learn, v STATA.	mporta with the	Empirische Personalfors nt estimation problems a e help of basic problems o be provided in class.	nd their application i	in the software packa	age STATA. In additi	on, students	
	-	ning outcomes					
		e seminar is to enable stu	idents to understand	and apply the most	important estimatio	n program-	
		application in STATA wit				in program.	
		, number of weekly conta		•			
Ü (2)		· · ·) · · · ·	, , , , , , , , , , , , , , , , , , , ,				
	d of as	sessment (type, scope, la	anguage — if other th	an German, examina	ition offered — if no	t every seme	
		ion on whether module c				,	
Langua		issessment: German and	/or English				
Assess	tion of	offered: Once a year as ar places					
Assess Allocat 12 plac by lot a numbe	tion of ces. (1) among er of pla	· · · · · ·	plications exceed the of their subjects. (2 he same procedure. (e) Places on all cours	es of the module wi	th a restricte	
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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) 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) exchange program Business Management and Economics (2022)

	e title			<u>.</u>	Abbreviation	
Advand	ced Fin	ancial Accounting (Ge	erman GAAP, IFRS)		12-M-ER-161-m01	
Module	e coord	linator		Module offered by	<u> </u>	
			nagement and Econo-	· · ·	nent and Economics	
mics						
ECTS	1	od of grading	Only after succ. con	compl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	i		
1 seme	ester	graduate				
Conten	nts					
the Eur to prep pret co dents v ticular, dards. spondi identify are cov will imp Intendo Studen porting solidat	ropean oare the onsolid with a s , the m Studer ing acc y group vered, e pairme ed lear nts und g Stand ted fina	Union, publicly trade eir consolidated finan ated financial stateme systematic approach a odule coveys the basin ts get to know differe ounting methods. The os and understand the e. g., positive and neg nt. ning outcomes erstand the key conce ards). They also have uncial statements follo	d companies have to ap cial statements. This mo ents under IFRS (Internat and interpretation of group c principles of group acc ent types of company me ey will learn about the rel c consolidation process. ative goodwill, non-cont epts and elements of gro an in-depth knowledge owing international acco	ply a single set of int dule covers the nece ional Financial Repo up accounting accore counting and an in-de rgers, acquisitions, a levance of consolida In addition, various rolling interests, intr up accounting unde of the steps necessa unting rules. In parti-	nctioning of capital market cernational accounting star essary steps to prepare and rting Standards). It provide ding to international rules. epth knowledge of relevan and investments and the co ted financial statements, h recent topics of group acco ra-group transactions, and r IFRS (International Finance and interpret cular, students can recogn ems, and critically evaluate	ndards d inter es stu- ln par t stan- orre- now to buntin good- ial Re- con- ize the
lidated	l financ	ial statements.			·	
		, number of weekly Co	ontact hours, language –	– II other than Germa	a11 <i>)</i>	
Ü (2) +			- lawawaa if ath ay th		tion offered if not even	
			le can be chosen to earn		ation offered — if not every	seme
written		nation (approx. 60 to	120 minutos)	-		
		assessment: German a	-			
Langua	able for	assessment: German a bonus	-			
Langua credita	able for	assessment: German a bonus	-			
Langua credita Allocat	able for tion of	assessment: German a bonus	-			
Langua credita Allocat	able for tion of	assessment: German a bonus places	-			
Langua credita Allocat Additic	tion of	assessment: German a bonus places	-			
Langua credita Allocat Additic	tion of	assessment: German a bonus places	-			
Langua credita Allocat Additic Worklo	able for tion of onal inf	assessment: German a bonus places formation	-			
Langua credita Allocat Additic Worklo 150 h Teachin	able for tion of onal inf oad	assessment: German a bonus places formation	-			
Langua credita Allocat Additic Worklo 150 h Teachin	able for tion of onal inf oad ng cycl	e: no courses offered	-	degree programmes)		
Langua credita Allocat Additic Worklo 150 h Teachin	able for tion of onal inf oad ng cycl	e: no courses offered	and/or English	degree programmes)		
Langua credita Allocat Morklo 150 h Teachin Teachin Referre	able for tion of onal inf oad ng cycl ng cycl ed to in	e: no courses offered	and/or English	degree programmes)		
Langua credita Allocat Additic Worklo 150 h Teachin Teachin Referre Modulo	able for tion of onal inf oad ng cycl ed to in e appe	e: no courses offered	and/or English	degree programmes)		
Langua credita Allocat Additic Worklo 150 h Teachin Teachin Referre Modulo Master	able for tion of onal inf oad ng cycl ed to in e appe r's degr	assessment: German a bonus places formation e: no courses offered LPO I (examination r ars in	regulations for teaching-	degree programmes)		121 / 311

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

Module title			Abbreviation				
	_	ional- and International	Economic Research		12-M-ERA-182-m01		
Module	e coord	inator		Module offered by			
Dean o mics	of the Fa	aculty of Business Mana	gement and Econo-	Faculty of Managen	nent and Economics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade	al grade				
Duratio	Duration Module level Other prerequisites						
1 seme	ster	graduate					
Conten	Its						
sis of e lysis re analysi the ide	The course deals with the study of regional economic developments and international trade relations on the ba- sis of empirical data. It aims to familiarize participants with methods and techniques of data collection and ana- lysis relevant to the study of economic phenomena at regional and international levels. Topics may include the analysis of regional disparities, the impact of trade agreements, the study of export and import patterns, and the identification of competitive advantages and barriers to trade. The course combines theoretical lectures with practical exercises in which participants independently conduct and analyze empirical studies.						
Intend	ed lear	ning outcomes					
 F a V e F g T r r v 	 appropriate statistical methods. Various quantitative and qualitative research methods relevant to the study of regional and international economic phenomena will be introduced and applied. Participants acquire a deep understanding of the economic processes and dynamics at both regional and global level. They will learn how economic theories can be applied in practice to analyze and solve real economic problems. The course promotes the ability to critically scrutinize economic problems, develop hypotheses and make well-founded decisions based on empirical data. Students learn how to use statistical software and database management systems, which are essential 						
		, number of weekly cont	act hours, language –	- if other than Germa	ın)		
V (2) +	Ü (2)		_				
		sessment (type, scope, l ion on whether module o			tion offered — if not	every seme-	
b) term c) porti Langua	i paper folio (aj	mination (approx. 60 to (approx. 10 pages) on e oprox. 20 pages) ssessment: German and bonus	mpirical analysis prep	pared by candidates	or		
Allocat	ion of _l	olaces	_				
Additio	onal inf	ormation					
Worklo	ad		_				
150 h							
Teachi	ng cycl	e					
		e: no courses offered	_				
		LPOI (examination reg	lations for teaching	degree programmoc)			
Referre				acgree programmes)			
 Master's w (2019)	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec		page 123 / 311	

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)

Module	e title				Abbreviation	
Advanc	ed Sen	ninar: Enterprise System	15		12-M-ES-161-m01	
Module	coord	inator		Module offered by		
		Chair of Business Manag	ement and Business		ent and Economics	
Informa		-	ement and business	Faculty of Managen	Tent and Economics	
ECTS		od of grading	Only after succ. com	pl. of module(s)		
10		rical grade				
Duratio	n	Module level	Other prerequisites			
1 semester graduate						
Conten	ts	-	1			
tured te on syst Reading	erm pap ems an g:	students will acquire in per and to present the re id enterprise systems. ding to topic				
		ning outcomes	-			
1. unde 2. integ	erstand rate ela	ng the course "Enterpris the fundamentals of sci aborated content in a sc entations independently	entific literature revie ientific thesis;			
Course	s (type,	, number of weekly conta	act hours, language —	if other than Germa	n)	
S (2)						
		essment (type, scope, la on on whether module c			tion offered — if not	every seme-
		oprox. 20 to 25 pages) a ssessment: German and		ox. 20 minutes), wei	ghted 2:1	
Allocat	ion of p	olaces				
by lot a numbe	mong a r of pla	Should the number of a all applicants irrespectiv ces will be allocated in t they become available.	e of their subjects. (2) he same procedure. () Places on all course	es of the module wit	h a restricted
Additio	nal info	ormation				
Worklo	ad					
300 h						
Teachir	ng cycl	9				
		e: each semester				
		LPOI (examination regi	lations for toaching a	lagrae programmes)		
Neielle				regree programmes)		
 Madul		we in				
Module			motion (()			
	-	ee (1 major) Economathe ee (1 major) Business Inf		216)		
	-	ee (1 major) Business Ma	-)10)		
	-	ee (1 major) China Busin		.016)		
	-	ee (1 major) Internationa				
	-	ee (1 major) China Langu		-		
	c dogr	ee (1 major) Managemer	+ (
Master	5 uegi	ee (I majoi) managemen	lt (2018)			

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

Module title Abbreviation						
Europe	an Eco	nomic Statistics			12-M-EWS-182-m01	L
Modul	e coord	inator		Module offered by	<u> </u>	
holder	of the (Chair of Econometrics	Faculty of Management and Economics			
ECTS	Metho	od of grading	Only after succ. compl. of module(s)			
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	;		
1 seme	ester	graduate				
Conter	nts					
1. Subj 2. The 3. The 4. Stru 5. Mon	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					
Intend	ed lear	ning outcomes				
Germa		lire comprehension on ess and economic stati tions.				
Course	es (type	, number of weekly con	tact hours, language –	- if other than Germa	ın)	
V (2) +	Ü (2)					
ster, in	Iformati	on on whether module mination (approx. 60 m	can be chosen to earn		tion offered — if not	every seme-
		(approx. 15 pages)				
		ssessment: German an	d/or English			
	ble for					
Allocat	tion of p	olaces				
Additio	onal inf	ormation				
Worklo	oad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycle	e: winter semester				
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)		
Modul	e appea	ars in				
Master	r's degr	ee (1 major) Manageme	nt (2018)			
	-	ee (1 major) Internation	-			
	-	ee (1 major) China Busi		•		
	-	ee (1 major) China Lang		•		
	-	ee (1 major) China Busi ee (1 major) China Lang				
	-	ee (1 major) Internation				
	-	ee (1 major) Manageme	-	,		
<u>.</u>		<u></u>				
Master's w (2019)	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 127 / 311



exchange program Business Management and Economics (2022)

Module title Abbreviation					
Policy of Taxa	tion			12-M-F1-182-m01	
Module coord	inator		Module offered by	<u> </u>	
holder of the	Chair of Public Finance		Faculty of Managen	nent and Economics	
ECTS Meth	od of grading	Only after succ. con	Only after succ. compl. of module(s)		
5 nume	numerical grade				
Duration					
1 semester	graduate				
Contents					
holds in Germ	e, students will acquire a any. In addition, the coun notes provided by Chair.				
 Fiscal harm Mechanics Tax inciden Income tax Taxation of 	-	system			
Intended lear	ning outcomes				
they are divid cific taxes usi	ing the course "Tax Policy ed between the Federatic ng simple case studies. F partial equilibrium model	on and the federal pro inally they can discu	ovinces. They are abl	e to explain the incid	dence of spe-
Courses (type	, number of weekly conta	ct hours, language —	- if other than Germa	ın)	
V (2) + Ü (2)		,			
	sessment (type, scope, la ion on whether module ca			tion offered — if not	every seme-
b) term paper	mination (approx. 60 min (approx. 15 pages) Issessment: German and, bonus				
Allocation of	places				
Additional inf	ormation				
Workload					
150 h					
Teaching cycl	e				
Teaching cycl	e: summer semester				
Referred to in	LPO I (examination regu	lations for teaching-o	degree programmes)		
Module appea	ars in				
Master's degr	ee (1 major) Management ee (1 major) International	Economic Policy (20			
-	ee (1 major) China Busine r China Language and Economy	JMU Würzburg • g	enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 129 / 311

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

Module title Abbreviation						
Public	Debt				12-M-F2-182-m01	
Module	e coordina	tor		Module offered by	<u> </u>	
holder	of the Cha	ir of Public Finance		Faculty of Management and Economics		
ECTS	1	of grading	Only after succ. con			
5	numerica			1		
Duratio	on Mo	odule level	Other prerequisites			
1 seme	mester graduate					
Conten	Contents					
and sc Readin Outline	odule provi ientific deb ng: lecture i e of syllabu	pate. notes provided by C Is:	to some specific issue hair.	es of public debt that	t are in the focus of t	he public
2. Grov 3. Inter 4. Publ 5. Neut 6. Polit	wth effects rgeneratior lic debt in o trality of pu tical econo	of public debt of public debt nal effects of public open economies ublic debt my of public debt ereign debtors	debt			
Intend	ed learning	g outcomes				
measu quence cardiar	rement cor es using si	ncepts and problem mple equilibrium mo	l Debt" students are ab s of public debt. They o odels of closed and op ical economny explana	can discuss the grow en economies. They	th and distributiona can evaluate the rele	l conse- evance of Ri-
Course	es (type, nu	mber of weekly con	tact hours, language –	- if other than Germa	ın)	
V (2) +	Ü (2)					
			language — if other the can be chosen to earn		tion offered — if not	every seme-
b) term Langua	n paper (ap	ation (approx. 60 m prox. 15 pages) ssment: German an nus				
Allocat	tion of plac	es				
Additio	onal inform	ation				
Worklo	bad					
150 h						
_	ng cycle					
		o courses offered				
			gulations for teaching-	degree programmes)		
Module	e appears i	'n				
		1 major) Manageme	nt (2018)			
	_	na Language and Economy	JMU Würzburg ● g	enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 131 / 311

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

Module title					Abbreviation	
Social I	Insuran	ice and the Welfare State	9		12-M-F3-182-m01	
Module	e coord	inator		Module offered by		
holder of the Chair of Public Finance					nent and Economics	
			Only after succ. con	npl. of module(s)		
5	<u> </u>	rical grade				
Duratio		Module level	Other prerequisites			
1 seme: Conten		graduate				
This mo and pro retirem	Description: This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy. Reading: lecture notes provided by Chair.					
1. Publi 2. The i 3. Socia 4. The c 5. Why	Contents: 1. Public intervention in insurance markets 2. The insurance function of social security 3. Social security and social morale 4. The optimal health insurance contract 5. Why do we need a public pension system? 6. Funding vs pay-as-you-go financing of public pensions					
Intende	ed learr	ning outcomes				
dation cuss th	of the s e finan	ng the module "Theorie of social security system in a cing and contract structu uences of policy reforms.	a market economy. U re of the public healt	sing simple partial e	quilibrium models tl	ney can dis-
Course	s (type,	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
		e ssment (type, scope, la on on whether module ca			tion offered — if not	every seme-
b) term Langua	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus					
Allocat	ion of p	olaces				
Additio	nal info	ormation				
Worklo	ad					
150 h						
Teachir	ng cycle	9				
Teachir	ng cycle	e: winter semester				
Referre	d to in	LPOI (examination regu	lations for teaching-	degree programmes)		
Module	e appea	in in				
	-	ee (1 major) Management ee (1 major) International		18)		
		China Language and Economy	JMU Würzburg • g	enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 133 / 311

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

Module title Abbreviation						
Optima	al Tax T	heory			12-M-F4-182-m01	
Modul	e coord	inator		Module offered by	<u> </u>	
holder	of the C	Chair of Public Finance		Faculty of Management and Economics		
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5	· · · · ·	rical grade				
Duratio		Module level	Other prerequisites			
	1 semester graduate					
Conter						
for a ta pital. Examir dents v	urse wil ix syste ning spe will ther	l discuss the design of m to be optimal. Lectur ecific taxation issues su n gain more in-depth in ure notes will be provid	es will introduce key ru uch as eco-tax, family t sights into these rules	ules for taxing comm axation and the taxa	odities as well as in	come and ca-
1. Opti 2. Opti	mal inc	abus: nmodity taxation ome taxation ation of families				
Intend	ed learr	ning outcomes				
They a	re able t	ng this module student to apply this concept to I present short papers,	specific normative qu	estions of tax policy	in practice. Student	s also learn
Course	s (type	number of weekly con	tact hours, language –	- if other than Germa	n)	
V (2) + Modul		t in: English				
		essment (type, scope, on on whether module			tion offered — if not	every seme-
b) term Langua	n paper	nination (approx. 60m (approx. 15pages) ssessment: English bonus	inutes) or			
Allocat	tion of p	olaces				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teaching cycle						
Teaching cycle: winter semester						
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)		
	e appea					
	-	ee (1 major) Manageme ee (1 major) Internation		18)		
	-	ee (1 major) China Busi	•			
Master's w	_	China Language and Economy	JMU Würzburg • g	enerated 19-Apr-2025 • exam	-	page 135 / 311
(2019)			cord Master (120 I	ECTS) China Language and Ec	onomy - 2019	

Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Economathematics (2021)
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 (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					Abbreviation	
Case Studies on Business Taxation					12-M-FER-161-m01	
Module	e coordi	nator		Module offered by	<u> </u>	
			romant and Rusinass	Faculty of Managen	ant and Francis	
Taxatio		hair of Business Manag	gement and Business	Faculty of Manager	nent and Economics	b
ECTS	· · · ·	d of grading	Only offer succ. com	nl of modulo(c)		
		d of grading ical grade	Only after succ. con			
5	L					
Duratio		Module level	Other prerequisites			
1 seme	l	graduate				
Conten	ts		_			
by part	icipants culation	ffers a cross-sectional v in advance and will be for tax purposes, taxat	discussed in class. T	ne focus will be on G	ierman income taxa	tion, inco-
Intende	ed learn	ing outcomes				
Studen their ov		en their knowlegde of t	he German tax law. Th	ey are enabled to so	olve complex tax pro	blems on
Course	s (type,	number of weekly cont	act hours, language –	· if other than Germa	in)	
S (2)						
		essment (type, scope, l on on whether module (tion offered — if no	t every seme-
Langua credita	ge of as ble for l					
Allocat	ion of p	laces				
Additio	onal info	ormation				
			_			
Worklo	ad					
150 h						
	ng cycle	1				
		· : winter semester	_			
				1		
Referre	d to in	LPOI (examination reg	ulations for teaching-o	legree programmes)		
Module	e appea	rs in				
	-	ee (1 major) Business M				
		ee (1 major) China Busir				
	-	ee (1 major) China Langu	- , .	916)		
		e (1 major) Managemer		,		
Master's degree (1 major) China Business and Economics (2019)						
Master's degree (1 major) China Language and Economy (2019)						
	-	e (1 major) China Busir				
		ee (1 major) China Langu)21)		
	-	ee (1 major) Economath				
		ee (1 major) Managemer ee (1 major) Economathe				
	-)		
exchan			nent and Economics is	20221		
		China Language and Economy	nent and Economics (:	2022)		

	Module title			Abbreviation	
Analys	sis of Financial Market Data			12-M-FMO-182-m01	
Modul	e coordinator		Module offered by		
holder	of the Chair of Econometrics		Faculty of Managem	nent and Economics	
ECTS	Method of grading	Only after succ. con	npl. of module(s)		
5	numerical grade				
Durati		Other prerequisites			
1 seme	ester graduate				
Conter	Contents				
ta. The pothes lied in cal find corpor ARCH / CAPM Syllab 1. Infoi 2. Ran 3. Theo 4. Ever 5. Univ 6. Moo 7. Estin	odule covers the fundamentals, i concept of market efficiency is a sis. To test this hypothesis, a nur practice. Based on the findings, dings will be discussed. In additi rate news on the share price and / GARCH models that are indispe is discussed and examined, in p us: rmation efficiency dom walk pretical market models nt studies variate modelling of time series of dels to explain volatility (ARCH ar mation of the capital asset pricin	explained and critica mber of parametric an market microstructu ion, the course descr discusses issues of ensable for modelling articular with regard	lly examined with ref nd non-parametric m re models that can e ibes event studies fo univariate time serie financial market dat	ference to the random walk hy- lethods are proposed and app- xplain some important empiri- or testing the significant impact of s analysis such as AR(I)MA and ta. In the final part of the course,	
Alexan Campt Geyer, schaft Hamilt Mills,	Reading: Alexander, C.: A Guide to Financial Data Analysis, Wiley. Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press. Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirt- schaftlichen Zeitreihen, Verlag V. Florentz. Hamilton, JD: Time Series Analysis, Princeton University Press. Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press. Taylor, S.: Modelling Financial Time Series, Wiley.				
Intend	ed learning outcomes				
cal ana grams dent h	Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empiri- cal analysis of financial market data. They can autonomously perform statistical test decisions with statistic pro- grams such as R and critically analyze their economic importance. In addition, the students learn the indepen- dent 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.				
Course	Courses (type, number of weekly contact hours, language — if other than German)				
V (2) +	Ü (2)				
	d of assessment (type, scope, la nformation on whether module ca			tion offered — if not every seme-	
b) tern Langua	ten examination (approx. 60 min 1 paper (approx. 15 pages) age of assessment: German and, able for bonus				

Allocation of places

Additional information

Research track module in Master's programme IEP

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) 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)
exchange program Business Management and Economics (2022)

Module	e title				Abbreviation		
Global	Logistics & S	upply Chain Mana	gement		12-M-GLSC-182-mo	1	
Module	e coordinator			Modulo offered by			
	nolder of the Chair of Logistics and Quantitative Me			Module offered by			
	1				nent and Economics		
ECTS	Method of g	-	Only after succ. con	npl. of module(s)			
5	numerical gr						
Duratio	· · · · · · · · · · · · · · · · · · ·	le level	Other prerequisites				
1 seme	1 semester graduate						
Conten	ts						
	ng of global pi		Chain Management" s and demonstrates t				
Intende	ed learning ou	itcomes					
(i) anal (ii) dev	lyze and evalu elop and appl aluate the con				s and methods to pl	an uncertain	
Course	s (type, numb	er of weekly conta	act hours, language –	- if other than Germa	n)		
V (2) +	Ü (2)						
Module	e taught in: En	glish					
			anguage — if other than an be chosen to earn		tion offered — if not	every seme-	
Langua credita	age of assessr ble for bonus	x. 15 to 20 pages) nent: English					
Allocat	ion of places						
Additio	onal informati	on					
			-				
Worklo	ad						
150 h							
Teachi	ng cycle						
	ng cycle: winte	er semester					
			llations for teaching-	degree programmes)			
Module	e appears in						
		aior) Managaman	t (2018)				
	_	ajor) Managemen ajor) Internationa	l (2018) l Economic Policy (20	18)			
	-		-				
Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)							
	_	ajor) Information	- ,	~			
	-	•	ess and Economics (2	2021)			
			age and Economy (20				
	_	ajor) Economathe	- ,				
Master	's degree (1 m	ajor) Information	Systems (2022)				
Master's w	ith 1 major China La	nguage and Economy	JMU Würzburg ● g	enerated 19-Apr-2025 • exam	. reg. data re-	page 140 / 311	
2019)		, i		ECTS) China Language and Ec	-		

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

Module	Module title Abbreviation					
Global	Value	Management		-	12-M-GVM-161-m01	
Module	- coord	inator		Module offered by	<u> </u>	
				· · · · · · · · · · · · · · · · · · ·		
Dean o mics	f the Fa	aculty of Business Mana	gement and Econo-	Faculty of Managen	nent and Economics	
ECTS						
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
In this	course	, students will explore s	elected issues of proc	urement, production	and logistics manag	gement.
		ning outcomes				
ciplina gemen	ry and : t at lea	the necessary expertise social competences are st partially independent itercultural) cooperation	taught, because these capabilities provide a	e from procurement, a not important succ	production and logis ess factor of a succes	stics mana- ssful (global
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	ın)	
V (2) + Course		alternatively eLearning,	S, WS			
Metho	d of ass	sessment (type, scope,	language — if other th	an German, examina	tion offered — if not	everv seme-
		ion on whether module	5 5			,
b) oral c) term Langua	examir paper ige of a ment o	mination (approx. 60 to nation of one candidate (approx. 15 pages) ssessment: German an ffered: In the semester bonus	each (approx. 30 minu d/or English		ubsequent semester	
Allocat	ion of _l	places				
Additio	nal inf	ormation				
	_					
Worklo	ad					
150 h						
Teachi	ng cycl	Δ				
		e: no courses offered				
			ulations for tooching			
Referre	a to in	LPOI (examination reg	utations for teaching-	uegree programmes)		
Module appears in						
	Master's degree (1 major) Economathematics (2016)					
Master's degree (1 major) Business Management (2015)						
	Master's degree (1 major) China Business and Economics (2016)					
	Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016)					
	-	ee (1 major) China Lang ee (1 major) Manageme	- ,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		
	-	ee (1 major) Internation		18)		
		ee (1 major) China Busir				
	-	ee (1 major) China Lang		-		
Master's w (2019)	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 142 / 311

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)

Human Doc	9			Abbreviation
Human Resource Management and Industrial Relations12-M-HRM-182-m01				
Module coordinator Module offered by				
	e Chair for Human Reso	urce Management and	Faculty of Manager	nent and Economics
Organisatio		Only offer avec on		
	t hod of grading nerical grade	Only after succ. con	npl. of module(s)	
Duration	Module level	Other prerequisites	i	
1 semester	graduate			
Contents	•			
Industrial R of human re Reading list	elations") introduces ac esources and institution to be provided in class	dvanced theories, estima al frameworks such as in	ation techniques and	man Resource Management and I empirical results from the areas
Intended le	arning outcomes			
				d theories, estimation technique elations on the basis of scientific
Courses (ty	pe, number of weekly co	ontact hours, language –	– if other than Germa	an)
V (2) + Ü (2)				
ster, inform a) Written e		le can be chosen to earn		ation offered — if not every seme
Language o	f assessment: German a	and/or English		
Allocation of	of places			
gement, Int mics) and C ted to stude	ernational Economic Po hinese and Economics	licy, Information System as well as China Busines	s, Wirtschaftsmathe ss and Economics. A	ter's degree programmes Mana- matik (Mathematics for Econo- total of 20 places will be alloca- e number of available places, the
Additional i	nformation			
Workload				
150 h				
Teaching cy	/cle			
Referred to	in LPO I (examination r	regulations for teaching-	degree programmes)	
Module app	ears in			
	gree (1 major) China Bu			

Module title					Abbreviation		
Interna	nternational Taxation 12-M-IB-161-m01						
Module coordinator Module offered by							
holder Taxatio		Chair of Business Manage	ement and Business	Faculty of Managen	nent and Economics		
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)			
5	1	rical grade		• • • •			
Duratio	n	Module level	Other prerequisites				
1 seme	1 semester graduate						
Conten	ts						
Studen law, the on (mos	ts becc e functi stly trig	ome familiar with the prin ion of double taxation tre	ciples of internationa aties as well as recer tice of the European	al taxation, relevant (nt developments of t Union). The topics a	oss-border business activities. aspects of German income tax axation within the European Uni- re introduced in the form of lectu- cts.		
Intende	ed lear	ning outcomes					
(i) to as (ii) to a	ssess ta ssess t	on of the module studen ax issues of cross-border he economic effects of ru cally apply double tax tre	business activities a lles of international t	•	ed solutions;		
are able	e to juc		the relevant sources	of law complex, cas	rman international tax law. They e studies on the taxation of s for the solution.		
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)		
S (2)							
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-		
b) term Langua	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages), presentation of term paper (approx. 20 minutes), weighted 3:2 Language of assessment: German and/or English Assessment offered: To be announced						
Allocat	ion of j	olaces					
12 plac by lot a numbe	es. (1) mong a r of pla	Should the number of ap all applicants irrespective	e of their subjects. (2)) Places on all course	e places, places will be allocated es of the module with a restricted be maintained and places re-allo-		
Additio	nal inf	ormation					
Worklo	Workload						
150 h	150 h						
Teachir	ng cycl	e					
		e: summer semester					
		LPOI (examination regu	lations for teaching-o	degree programmes)			
Module	e appea	ars in					
		ee (1 major) Business Ma	nagement (2015)				

Master's with 1 major China Language and Economy	
(2019)	

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

Module title				Abbreviation	
E-Business Strateg	gies		-	12-M-IBS-182-m01	
Module coordinator Module offered by					
	of Information Syste	ome Enginooring	Faculty of Managen	ont and Economics	-
ECTS Method of		Only after succ. con			<u>></u>
5 numerical					
- I	lule level	Other prerequisites			
i i	luate				
Contents		Į.			
industries and valu applied to digital in	ue networks. To this nnovations and illus	rategic implications of end, concepts and fr trated with numerous and their business mo	ameworks from strat s examples. In the ac	egic technology ma	nagement are
Intended learning	outcomes				
logies.		trategy development			-
application.		id understand their s	trengths and weakne	esses in the context	of practical
	epts to real busines			```	
	iber of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) + Ü (2)					
		inguage — if other th an be chosen to earn		tion offered — if no	t every seme-
b) oral examination 30 minutes)	sment: German and	ch: 10 to 15 minutes;	groups of 2: approx.	20 minutes; group	s of 3: approx.
Allocation of place	s	-			
40 places. (1) Shou by lot among all ap number of places v	uld the number of ap	pplications exceed the e of their subjects. (2 ne same procedure. () Places on all cours	es of the module wi	th a restricted
Additional informa	tion				
Workload					
150 h					
Teaching cycle					
Teaching cycle: wir	iter semester				
Referred to in LPO	I (examination regu	lations for teaching-	degree programmes)		
		· · · · · · · · · · · · · · · · · · ·			
Module appears in					
Master's degree (1 Master's degree (1 Master's degree (1	major) Managemen major) China Busine major) China Langu	t (2018) ess and Economics (2 age and Economy (20 ent and Economics (019)		
Master's with 1 major China	Language and Economy	JMU Würzburg • g	enerated 19-Apr-2025 • exam	reg data re-	page 147 / 311

Module	Module title Abbreviation					
International Marketing 12-M-IMM-161-m01						
Module coordinator Module offered by						
holder of ting	of the (Chair of Business Admini	stration and Marke-	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
(stage I nal con nalisati as a tim ket entr Outline 1. Intern • G • C 2. Intern • N • N • Ti • In 3. Theo • Fi • N	dule bu studie texts. T on stra ing of ry and u of sylla nationa lobalis ompetin nationa larket o larket o iming s nternat ries an oreign fultinat	es). It provides a systema These are explained main Itegies, which require cou the countries market dev market development. abus: alisation of the economy	tic introduction to str ly by Porter's diamon untry analyses and de relopment. In addition and regional integrate dustries and compan- cisions	rategic marketing dec nd and cluster model ecisions on the selec n, the module discus	gramme or the <i>Grundstudium</i> cisions in global and internatio- ls. Another focus is on internatio- ction of national markets as well sses different strategies for mar- al context	
Meffert on).	Berndt, R. / Fantapié-Altobelli C. / Sander M.: Internationales Marketing-Management, Berlin etc. (most recent					
Intende	ed learn	ning outcomes				
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.						
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) +	V (2) + Ü (2)					
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-	
		nation (approx. 60 minut ssessment: German and,				
Allocat	ion of p	olaces				

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

Modul	Module title Abbreviation						
Strate	gic Mar	nagerial Accounting	_	12-M-INST-182-m01			
Module coordinator Module o							
				Module offered by			
	of the counti	Chair of Business Manag าg	ement, Controlling	Faculty of Managen	nent and Economics		
ECTS Method of grading Only after succ. compl. of module(s)							
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ester	graduate					
Conter	nts	·					
enterp as the Second technic	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.						
Intend	ed lear	ning outcomes					
contro hs and	l within I weakn	vledge about fundamenta enterprises is acquired. lesses and therewith field used by practitioners.	What is more, the mo	odule conveys obtain	ing knowledge abou	it the strengt-	
Course	es (type	, number of weekly conta	act hours, language –	- if other than Germa	n)		
V (2) +	Ü (2)						
ster, in a) writt b) term	iformat ten exa 1 paper	sessment (type, scope, la ion on whether module c mination (approx. 60 mir (approx. 15 pages) assessment: German and	an be chosen to earn nutes) or		tion offered — if not	every seme-	
-	able for						
Allocat	tion of	places	-				
Additio	onal inf	ormation					
Auunn		ormation					
Worklo							
150 h							
Teachi	ng cycl	e	_				
Teachi	ng cycl	e: summer semester					
Referre	ed to in	LPOI (examination regu	ulations for teaching-	degree programmes)			
Modul	e appea	ars in					
		ee (1 major) Managemen	t (2018)				
	Master's degree (1 major) International Economic Policy (2018)						
	Master's degree (1 major) China Business and Economics (2019)						
Master	Master's degree (1 major) China Language and Economy (2019)						
Master's degree (1 major) Information Systems (2019)							
	-	ee (1 major) China Busin					
	-	ee (1 major) China Langu	- ,	021)			
	-	ee (1 major) Economathe					
Master's w (2019)	/ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 150 / 311	

Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title Abbreviation							
	T-Management 12-M-ITM-161-m01						
Module	e coord	inator		Module offered by			
holder	holder of the Chair of Information Systems Engineering			Faculty of Managen	nent and Economics		
ECTS		od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites	i			
1 seme	ster	graduate					
Conten	ts						
Conten This co ment.		ovides students with ar	i in-depth overview of	aims, tasks and app	ropriate methods of	IT manage-	
2. IT str 3. IT org 4. Man 5. Ente 6. IT pro 7. IT se 8. IT law 9. IT co Readin • H • T • H Intende After co 1. oven 2. unde	nisatio rategy ganisat agemen rprise A oject m curity ntrollin g: lofman Temeye lanschl ed learn ompleti view th erstand	n and distinction ion nt of IT systems wchitecture Managemen anagement	IT-Management, Wies ment, Munich. gement der IT-Landsch gement", students wil e considered regarding methods and tools;	naft, Munich. I be able to g a purposeful IT mar	-		
lesso	•	itty perform system sea				ne practice	
		, number of weekly cont	act hours, language –	- if other than Germa	n)		
V (2) +							
		essment (type, scope, l on on whether module			tion offered — if not	every seme-	
b) oral approx Langua	a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus						
Allocat	ion of p	olaces					
Additio	onal info	ormation					
Worklo	ad						
150 h			_				
Master's w (2019)	ith 1 major	China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 152 / 311	

Teaching cycle

Teaching cycle: summer semester

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

Module a	ppears in

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

Module title				Abbreviation			
Interna	nternational Trade and the Multinational Firm 12-M-ITMF-182-mo1						
Module coordinator				Module offered by			
holder		Chair of International E	conomics	Faculty of Managen	nent and Economics		
ECTS		od of grading	Only after succ. con	npl. of module(s)			
5 Duratio		rical grade Module level					
1 seme		graduate	Other prerequisites				
Conten		5					
Conten	<u>it</u>						
scher-0 trade. 1	The lecture starts out with theories of international trade based on comparative advantage (Ricardo and Heck- scher-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.]						
<u>Outline</u>	2						
l Ricaro	dian Tra	de Theory					
ll Heck	scher-C	hlin Trade Theory					
		Theory: Intra-Industry T	rade, Increasing Returr	ns to Scale, Imperfec	t Competition		
		geneity, Trade and FDI					
V The N	Multina	tional Firm					
<u>Literatı</u>	ure:						
further	referer	raws heavily on articles ices, notably journal ar so used:					
Helpma	an, E. (2	2011). Understanding G	lobal Trade. Princeton	University Press.			
Feenst Edition		(2016). Advanced Inter	rnational Trade. Theory	and Evidence. Princ	eton University Pres	s, Second	
Caves,	R., R.W	. Jones and J.A. Franke	l (2007). World Trade a	nd Payments. Addiso	on Wesley		
Bhagw Press	ati, J., A	A. Panagariya and T. N.	Srinivasan (1998). Leci	tures on Internationa	ll Trade. Second Edit	ion. MIT	
Gando	lfo, G. (1998). International Tra	ade Theory and Policy.	Springer-Verlag, Berl	lin and New York		
Markus	sen, J.R	., J.R. Melvin, W.H. Kae	mpfer, K. E. Maskus (19	995). International Tr	ade. McGrawHill		
Barba Navaretti, G. and A.J. Venables (2004). Multinational Firms in the World Economy. Princeton University Press							
Intend	ed lear	ning outcomes					
ments lopmer	of spec nts and	acquire the ability to cr ialization patterns in th to apply the tools and ional division of labor,	ne global economy. The methods to evaluate c	ey learn to analyze, d ontroversies associa	liscuss and defend t ted with the ongoing	hese deve- g deepening	
Master's w (2019)	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 154 / 311	

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)

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

Modul					Abbreviation	
Coordi	nation,	Budgeting and Incentive	es in Organizations		12-M-KOBO-182-m	01
Modul	e coord	inator		Module offered by	L	
		Chair of Business Manag	ement Controlling	Faculty of Managen	ant and Economics	,
	countir	lg				•
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conter	nts					
course as info	first dis rmatior	ocuses on accounting-ba scusses the role of accou nal analyses. Afterwards, nanagement, transfer pri	unting in the context of the most common in	of decision-making a struments of behavi	nd behavioral contro oral controlling (bug	olling as wel
Intend	ed learı	ning outcomes				
quirem	ients or	ims to provide knowledg n instruments used for be lopment of coordination	ehavioral control are		•	•
Course	s (type)	, number of weekly conta	act hours, language –	- if other than Germa	n)	
V (2) +						
		sessment (type, scope, la on on whether module c			tion offered — if no	t every seme-
credita	ble for t ion of p					
Additio		ormation				
Worklo	ad					
150 h			_			
Teachi	ng cycl	e				
Teachi	ng cycle	e: winter semester				
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)		
		. 0				
Modul	e appea	urs in				
		ee (1 major) Managemen	t (2018)			
	-	ee (1 major) Internationa		18)		
	-					
	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)					
	-	ee (1 major) China Busin		2021)		
	-	ee (1 major) China Langu				
	-	ee (1 major) Economathe				
		ee (1 major) Information				
Master	's degr	ee (1 major) Internationa	l Economic Policy (20	22)		
Mactor's u	ith 1 maio	r China Language and Economy	IMU Würzburg • g	enerated 19-Apr-2025 • exam	reg data re-	page 156 / 21
vidsler S w					. leg. uala le-	page 156 / 31:



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

Module title					Abbreviation		
Industr	Industrial Management 2 12-M-LA-182-mo1						
Module	Module coordinator Module offered by						
holder Manag		Chair of Business Manage	ement and Industrial	Faculty of Managem	nent and Economics		
ECTS	Metho	od of grading	Only after succ. com	npl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
method	is and		scheduling. The focus	s is on the determina	ntrol. In addition, it develops ation of optimal production and		
Intende	ed learı	ning outcomes					
Intended learning outcomes Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control. Courses (type, number of weekly contact hours, language — if other than German) V (2) + Ü (2) Course type: might also be offered as eLearning, seminary, workshop, etc. Method of assessment (type, scope, language — if 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) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx. 20 pages) Language of assessment: German and/or English							
Allocat	ion of p	olaces					
20 plac by lot a numbe	es. (1) mong a r of pla	Should the number of ap all applicants irrespective	e of their subjects. (2)) Places on all course	e places, places will be allocated es of the module with a restricted pe maintained and places re-allo-		
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	e					
Teachir	ng cycle	e: after announcement					
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)			
Module	e appea	urs 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)
ľ	

Module	title			Abbreviation	
Seminar: Logistics & Supply Chain Management 12-M-L					1
Module	coordinator		Module offered by	<u> </u>	
	f the Chair of Logistics and Qua	antitative Methods	-	nent and Economics	
	Method of grading	Only after succ. con	, <u> </u>		
	numerical grade				
Duration	Module level	Other prerequisites			
1 semest	ter graduate				
Contents	5				
They sup founded compani of quant nication blems ha access to	tive planning approaches are oport decision makers in taking and relevant information. Mar es because they considerably itative planning methods has l systems: Advanced tools are a ave been integrated in standar o necessary data has substant I learning outcomes	g important strategic, ny of these decisions influence today's as been strongly suppor available at low costs d software, the user	, tactical, and operat have significant imp well as tomorrow's o ted by the developm s, versatile methods friendliness has imp	ional decisions by p bact on the competit costs and revenues. Thent of information a to model and solve p roved, and last but r	roviding well- iveness of The adoption nd commu- blanning pro-
potentia minar lea	n objective of this seminar is to l solutions. Planning procedur arn about actual planning prob w companies address these p	es are applied to solv plems in Logistics and	ve real problems in c	ompanies. Participa	nts in this se-
	(type, number of weekly conta		- if other than Germa	n)	
S (2)		, <u> </u>		,	
	of assessment (type, scope, la prmation on whether module ca			ition offered — if not	every seme-
	per (approx. 20 to 25 pages) ar e of assessment: German and		rox. 20 minutes), we	ighted 2:1	
Allocatio	on of places				
as follow Quantita successf in manda ment) or offered b	s. Should the number of appli- vs: (1) Students who already ha tive Methods will be given pre- fully completed modules, place atory courses of the focus Logi Value Chain Management or a by the Chair. (3) Among applica	ave successfully com ferential consideration es will be allocated a stik und Supply Chai another specialisation	pleted courses offer on. (2) Among applic ccording to the total n Management (Log n the applicant has s	ed by the Chair of Lo ants with the same r number of ECTS creatistics and Supply Ch selected which includ	gistics and number of dits achieved ain Manage- des courses
Addition	al information				
Workloa	d				
300 h					
Teaching	- · ·				
	g cycle: each semester				
Referred	to in LPO I (examination regu	lations for teaching-	degree programmes)		
 Modula	annoars in				
Master's Master's	appears in degree (1 major) Economathe degree (1 major) Business Info degree (1 major) Business Ma	ormation Systems (20	016)		
Master's with (2019)	1 major China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 160 / 311

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

Modul	e title				Abbreviation	
Manag	erial Ar	alytics & Decision Mak	ing		12-M-MADM-182-m	101
Module coordinator				Module offered by	<u> </u>	
		hair of Logistics and Qu	antitative Methods	Faculty of Managen	nent and Economics	
ECTS	1	d of grading	Only after succ. con	, ,		,
5		ical grade				
5 Duratio	·	Module level	Other prerequisites			
1 seme		graduate				
Conter		Siduate				
The co a diver	urse "M se set o	anagerial Analytics & De f management problem studies.				
Intend	ed learr	ing outcomes				
(i) bett (ii) app sion m	er unde oly impo aking;	ng this course students rstand and structure pro rtant theoretical and en advanced analytical m	oblems; npirical frameworks to		-	and bad deci
Course	es (type,	number of weekly cont	act hours, language –	- if other than Germa	ın)	
V (2) +	• •					
		in: English				
		essment (type, scope, la on on whether module o			tion offered — if not	t every seme-
		nination (approx. 60 mi (approx. 15 to 20 pages)				
		ssessment: English				
	ble for l					
Allocat	tion of p	laces				
Additio	onal info	ormation	_			
Worklo	bad					
150 h						
	ng cycle					
		winter semester				
Keferre	ea to in	LPO I (examination reg	ulations for teaching-	legree programmes)		
	e appea					
	-	ee (1 major) Managemer				
	-	ee (1 major) Internationa				
		ee (1 major) China Busin				
	-	ee (1 major) China Langu	- ,)19)		
	-	ee (1 major) Information		224)		
	-	ee (1 major) China Busin				
	-	ee (1 major) China Langu ee (1 major) Economathe	- ,	JZ1)		
	-	ee (1 major) Economatine ee (1 major) Information				
Aaster's w	ith 1 major	China Language and Economy	JMU Würzburg • g	enerated 19-Apr-2025 • exam	, reg. data re-	page 162 / 311

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

Module				Abbreviation	
Semina	ar: Macroeconomics and Quanti	tative Economic Rese	earch	12-M-MEW-161-mo:	1
Module coordinator			Module offered by		
	f the Work Group of Empirical Ec	conomics		nent and Economics	
ECTS	Method of grading	Only after succ. con	· · · · · · · · · · · · · · · · · · ·		
10	numerical grade				
Duratio		Other prerequisites			
1 seme					
Conten		I			
This co	urse will provide students with a antitative economic research. A				
Intende	ed learning outcomes				
(i) cons (ii) crea (iii) dea	e seminar, students can solidate acquired knowledge and ite, present and defend a scient al with the working papers of oth pare beter for the processing of	ific paper; ner participants;	additional technique	es of scientific work;	
Course	s (type, number of weekly conta	ct hours, language –	- if other than Germa	ın)	
S (2)					
term pa Langua Allocat 10 plac by lot a numbe	formation on whether module ca aper (approx. 20 to 25 pages) an ge of assessment: German and, ion of places es. (1) Should the number of ap mong all applicants irrespective r of places will be allocated in the by lot as they become available.	nd presentation (app /or English plications exceed the e of their subjects. (2	rox. 20 minutes), we e number of availabl) Places on all cours	e places, places will es of the module wit	h a restricted
Additio	nal information				
Worklo	ad				
300 h					
Teachir	ng cycle				
Teachir	ng cycle: each semester				
Referre	d to in LPO I (examination regu	lations for teaching-	degree programmes)		
Module	e appears in				
	's degree (1 major) Economathe	matics (2016)			
	's degree (1 major) Business Ma				
	's degree (1 major) China Busine		2016)		
	's degree (1 major) International				
Master	's degree (1 major) China Langu	age and Economy (20	016)		
	's degree (1 major) Management				
	's degree (1 major) International	•			
	's degree (1 major) China Busine		•		
Master	's degree (1 major) China Langua	age and Economy (20	019)		
	th 1 major China Language and Economy		enerated 19-Apr-2025 • exam	-	page 164 / 311
2019)		coru master (120	ECTS) China Language and Ec	.onomy - 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) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title					Abbreviation	
Advan	Advanced Macroeconomics 12-M-MFF-182-m01					
Module coordinator				Module offered by		
holder	of the (Chair of International Eco	nomics	Faculty of Managen	nent and Economics	
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate	English			
Conter						
The co and a r mans r ny. App taken u <u>Outline</u>	<u>Content</u> 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-Koop- mans model, on endogenous growth theory and it puts the roles of human capital and institutions under scruti- ny. Applications of this framework involving urban and regional growth, resources and the environment will be taken up, time permitting. <u>Outline</u>					
		e Solow Growth Model zon Ramsey-Cass-Koopm	ans model			
III Endo	ogenou	s Growth				
IV Hum	nan Cap	ital, Social Infrastructure	and Beyond			
V Appl	ications	s (Urban and regional gro	wth; Growth, resourc	es and the environm	ent)	
Literati	ure:					
The co	urse dra	aws strongly on the textb	ook:			
David I	Romer,	Advanced Macroeconom	ics, 4 th edition, McGr	aw-Hill Irwin.		
We wil	l use jo	urnal articles and researc	h papers at several p	parts of the lecture.		
Intend	ed lear	ning outcomes				
This er of inco	nables to mes, to	hem to identify the key fo	orces that determine nalysis and statemen	the determinants of	advanced macroeconomics. income levels and growth rates valuate current controversies and	
Course	es (type	, number of weekly conta	ct hours, language —	- if other than Germa	n)	
V (2) +	Ü (2)					
	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)					
b) term Langua	a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus					
Allocat	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 (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title					Abbreviation			
Microeconometrics 12-M-MIK-182-mo1								
Module coordinator Module				Module offered by	·			
	of the C	Chair of Econometrics			nent and Economics			
ECTS	· · · · · · · · · · · · · · · · · · ·	od of grading	Only after succ. con	npl. of module(s)				
5	<u> </u>	rical grade						
Duratio		Module level	Other prerequisites	i				
1 seme		graduate						
	The course teaches basics, methods and concepts for the analysis of individual data. The scaling of observed data is adequately addressed. The maximum likelihood method, which is important for this type of data, is ex-							
plaineo	d in det			<i>,</i> , , , , , , , , , , , , , , , , , ,		,		
Outline	9							
2. Mod 3. Mod	els for d els for l	roeconometrics? qualitatively dependent imited dependent varia dent models						
Ronnin Verbee	e, W. H.: Ig, G.: N ek, M.: N	Econometric Analysis, Iicroeconometrics, Spri Aodern Econometrics, W R., Boes, S.: Analysis of	nger Verlag. /iley.	′erlag.				
Intend	ed learr	ning outcomes						
qualita	itively a	e significant knowledge nd limited dependent v s R and interpret the res	ariables. They can aut					
-		, number of weekly cont		- if other than Germa	ın)			
Ü (2) +		· · · · ·						
		essment (type, scope, l on on whether module			tion offered — if not	every seme-		
b) term Langua	n paper	nination (approx. 60 mi (approx. 15 pages) ssessment: German and bonus						
Allocat	ion of p	olaces						
	·		_					
Additio	onal info	ormation						
Resear	ch tracl	k module in Master's pr	 ogramme IEP					
Worklo		ľ	5					
150 h								
	ng cycl	9						
		e: after announcement	-					
		LPOI (examination reg	ulations for teaching-	degree programmes)				
Module	e appea	irs in						
		ee (1 major) Manageme	nt (2018)					
	ith 1 major	China Language and Economy		enerated 19-Apr-2025 • exam	-	page 168 / 311		
(2019)			coru Master (120	ECTS) China Language and Ec	ononiy - 2019			

Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)

Module				_	Abbreviation	
Brand	Manag	ement & Market Researd	:h		12-M-MM-161-m01	
Module	e coord	inator		Module offered by	<u> </u>	
Dean of the Faculty of Business Management and Econo- Faculty of Management and Econo-						
mics						
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio		Module level	Other prerequisites	i		
1 seme		graduate				
Conten			_			
ment a organis	beginni pproac sation o	ing of the 21st century, m h - was further develope on the one hand and - br garding the strategic sug	d to be seen as the e oadly speaking - for s	ntrepreneurial task o ociety on the other h	f creating "shared va and. This idea leads	alue" for the 5 to high re-
2. Bran 3. Bran 4. Cons 5. Mark	d leade d leade d strat sumer b ket rese	ership and brand assess ership, identity and relev	ance according to Da		h	
Intend	ed lear	ning outcomes				
which v search stainat	will be tools, i ole brar	theories of Meffert and A deepened by many praci it's the defined goal of th nd management.	ital implications and on the second of the s	examples. Provided I in in-depth knowleds	by cases studies and ge for consumer beh	l market re-
		, number of weekly cont	act hours, language –	- if other than Germa	ın)	
V (2) +						
		s essment (type, scope, la ion on whether module o			tion offered — if not	every seme-
written	exami	nation (approx. 60 minu ssessment: German and	tes)			
Allocat						
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
		e: no courses offered				
		LPOI (examination regi	ulations for teaching-	degree programmes)		
Module	e appea	ars in				
Master Master	's degr 's degr	ee (1 major) Economathe ee (1 major) Business Inf ee (1 major) Business Ma	formation Systems (2	016)		
Aaster's w 2019)	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 170 / 311

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

Module	e title				Abbreviation	
Strateg	gic Net	works in Industry			12-M-MS-161-m01	
Modul	e coord	inator		Module offered by	<u> </u>	
		aculty of Business Manag	romant and Econo	Faculty of Managen	nont and Economic	c
mics	пшега	cully of Dusiliess Mallag	gement and Econo-	Faculty of Managen	nent and Economic	5
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio	on .	Module level	Other prerequisites	i		
1 seme	ster	graduate				
Conten	its		,			
non of fication The foc ble inn Outline 1. Strat 2. Tran plier 3. Man 4. Clus 5. Sust Intend By the more s Course V (2) + Methor	cluster n of the cus is o ovation e of syll tegic ne saction s ageme ter and ainable ed lear end of tudent: es (type Ü (2) d of ass	bject of this course is to ing in the industrial indu theoretical contents. n marketing in industrial ns - as well as the differe abus: etworks and clusters in ir types of Williamson as well of business types, in p entrepreneurship activite innovation strategies ning outcomes the course, students gains will aquire sectoral know , number of weekly conta sessment (type, scope, la ion on whether module con nation (approx. 60 minut	stry. The example of companies and also nt strategy types of sindustrial industries sindustries of a strategic coop particular the busines ites n a profound underst wledge of the automo act hours, language – anguage — if other th an be chosen to earn	the international aut on CSR - CSR is consustainable innovatio uch as the automotiveration between aut s of suppliers in the anding above the ba otive industry as wel - if other than German	omotive industry is sidered the "driver" ns. re industry omobile manufactu automotive industr sics of network res l as detailed cluste	of sustaina- urers and sup- y earch. Further- r skills.
		ssessment: German and				
Allocat		·	<u> </u>			
Additic	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cvcl	e				
		e: no courses offered				
		LPO I (examination regu	lations for teaching.	degree programmes)		
Module	anne	ars in				
		ee (1 major) Economathe	matics (2016)			
	-	ee (1 major) Business Inf		016)		
	''s degr		, (-			
Master	-	ee (1 major) Business Ma	anagement (2015)			
Master Master	's degr			2016)		
Master Master Master	's degr 's degr	ee (1 major) Business Ma	ess and Economics (2			
Master Master Master Master	's degr 's degr 's degr	ee (1 major) Business Ma ee (1 major) China Busin	ess and Economics (2 l Economic Policy (20	915)		

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

Module	e title				Abbreviation	
Advanc	ed Sen	ninar: Marketing Strateg	у		12-M-MSS-161-m01	
M - 1.1.		•		An duite offered by		
Module coordinator Module offered by						
holder ting	of the (Chair of Business Admini	stration and Marke-	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
10	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
tured p keting Readin	aper and str	, students will acquire im nd to present the results ategic management. rding to topic				
	<u>.</u>	v				
		ning outcomes	Churches in the second			
1. unde 2. integ	erstand grate el	ng the course "Marketing the fundamentals of scie aborated content in a sci entations independently.	entific literature revie entific thesis;			
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)	
S (2)						
		sessment (type, scope, la ion on whether module ca			tion offered — if not	every seme-
		pprox. 20 to 25 pages) ar ssessment: German and		ox. 20 minutes), wei	ighted 2:1	
Allocat	ion of p	olaces				
by lot a numbe	imong a r of pla	Should the number of ap all applicants irrespective ces will be allocated in th s they become available.	e of their subjects. (2)) Places on all course	es of the module wit	h a restricted
Additio	nal inf	ormation				
Worklo	ad					
300 h						
Teachi		0				
		e: each semester				
Referre	d to in	LPOI (examination regu	lations for teaching-	legree programmes)		
Module	e appea	ars in				
	-	ee (1 major) Economathe				
	-	ee (1 major) Business Ma				
		ee (1 major) China Busine				
	-	ee (1 major) International	-	-		
	-	ee (1 major) China Langu)10 <i>)</i>		
	-	ee (1 major) Managemen ee (1 major) China Busine		2010)		
	-	r China Language and Economy		enerated 19-Apr-2025 • exam	. reg. data re-	page 174 / 311
2019)	.,.			ECTS) China Language and Ec		

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

Module title				Abbreviation		
Mobile and Ubiquitous Systems 12-M-MUS-161-m01						
Module	e coord	inator		Module offered by		
holder	of the C	Chair of Information Syst	ems Engineering	Faculty of Managen	nent and Economics	
ECTS		od of grading	Only after succ. con			
5		rical grade				
Duratio	<u> </u>	Module level	Other prerequisites			
1 seme		graduate				
Conten		3	1			
		ovides an overview of te				
		applications are illustra s. In the accompanying				
Intend	ed learr	ning outcomes				
- Undei	rstand t	he technological basics	of mobile & ubiquito	us computing.		
- Analy	sing bu	siness applications in p	rocesses, products/s	ervices and business	s models	
- Apply	the cor	ncepts learned to real-lif	e problems in a busir	less context		
Course	s (type,	number of weekly cont	act hours, language –	- if other than Germa	n)	
Ü (2) +	V (2)					
		essment (type, scope, l	anguage — if other th	an German, examina	tion offered — if not	every seme-
		on on whether module of				every serie
a) writt	en exar	nination (approx. 60 mi	nutes) or			
		ation (one candidate ea		ninutes; groups of 2:	approx. 20 minutes	; groups of 3:
	. 30 mii					
		ssessment: German and	l/or English			
credita						
Allocat	ion of p	olaces				
Additio	nal info	ormation				
Worklo	ad					
150 h						
-	ng cycl	9				
Teachi	ng cycle	e: summer semester				
Referre	d to in	LPOI (examination reg	ulations for teaching-o	degree programmes)		
Module	e appea	rs in				
Master	's degre	ee (1 major) Economathe	ematics (2016)			
Master	's degre	ee (1 major) Business In	formation Systems (20	016)		
Master	's degre	ee (1 major) Business M	anagement (2015)			
Master	's degre	ee (1 major) China Busin	ess and Economics (2	2016)		
Master	's degre	ee (1 major) Internationa	l Economic Policy (20	15)		
Master	's degre	ee (1 major) Media Comr	nunication (2016)			
Master	's degre	ee (1 major) China Langu	age and Economy (20	016)		
Master	's degre	ee (1 major) Media Comr	nunication (2018)			
Master	's degre	ee (1 major) Managemer	it (2018)			
	-	ee (1 major) China Busin	ess and Economics (2	2019)		
Master's w (2019)	ith 1 major	China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 176 / 311

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

Module	e title		Abbreviation						
		nputational Economics	12-M-NGM-182-m01						
Module coordinator			Module offered by						
holder of the Chair of Public Finance			Faculty of Management and Economics						
ECTS									
5	<u> </u>	rical grade							
	Duration Module level Other prerequisites								
	1 semester graduate								
Contents									
Description: This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social securi- ty etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redis- tribute between different generations and also within generations, how they may improve risk sharing when mar- kets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.									
Outline of syllabus: 1. Programming with FORTRAN and application of numerical methods 2. Solution techniques for dynamic programming problems 3. Policy analysis with stochastic growth and life cycle models									
Reading: Lecture notes will be provided.									
Intended learning outcomes									
After completing the course "Advanced Computational Economics" students will be able to (i) edit and solve stochastic economic problems using advanced numerical techniques; (ii) implement small scale economic models on the computer; (iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.									
Courses (type, number of weekly contact hours, language — if other than German)									
V (2) + Module	• • •	t 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)									
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English									
Allocat	ion of p	olaces							
Additio	nal info	ormation							
Research track module in Master's programme IEP									
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 (2018)									

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

Modul	e title		Abbreviation						
Econor	metrics	1	12-M-OE1-182-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									
Duration Module level		Other prerequisites							
1 semester graduate									
Contents									
Description: This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression mo- del. In particular, model assumptions and properties are discussed and formally motivated. In addition, the mo- dule examines linear restrictions on the model's explanatory variables as well as dummy variables and introdu- ces tests to verify simple and multiple linear restrictions. Linear algebra is used as formal aid.									
Outline of syllabus: 1. Random variables 2. Important distributions 3. Point estimates 4. Simple linear regression model 5. Model assumptions 6. Model properties 7. Simple hypothesis tests 8. Multiple linear regression model 9. Linear restrictions 10. Dummy variables 11. Multiple hypothesis tests									
Intend	ed lear	ning outcomes							
The students acquire knowledge of the basics, concepts and methods used in the classical linear regression mo- del and understand the role of econometrics in science and data analysis. In particular, they learn how to analy- tically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions. The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Micro- econometrics" und "Financial Econometrics".									
Course	es (type	, number of weekly conta	ct hours, language —	if other than Germa	n)				
V (2) + Ü (2) Module taught in: German (winter semester), English (summer semester)									
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)									
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus									
Alloca	tion of p	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 (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)

5 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents Description: This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Parthy as a module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Parthy as a module deals in module assumptions of the OLS estimator (as introduced in "Okonometric I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedastiticy and autocorrelation. Linear algebra is used as formal aid. Syllabus: 9. Auticorcellated disruptive terms - 5. Generalized least squares (GLS) Intended learning outcomes Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret It. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to reco- grize, 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 im- plementioned involved problems. The competences acquired in this course serve as a prerequisite for "Eco- nom	Module	e title				Abbreviation
holder of the Chair of Econometrics Faculty of Management and Economics ECTS Method of grading Only after succ. compl. of module(s) is mamerical grade	Econon	netrics	2			12-M-OE2-182-m01
ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents Description: This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics")") are discussed. This includes multicollinearity, a test for structural breaks, heteroskedastiticy and autocorrelation. Linear algebra is used as formal aid. Syllabus: 1. Specification analysis 2. 2. Multicollinearity 4. 9. Heteroskedastiticy 4. 4. Autocorrelated disruptive terms 5. 5. Generalized least squares (GLS) Interndel earning outcomes Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized learning outcomes Students acquire essential knowledge of the fundamentals, the classical linear model (OLS) in order to be able to reco- gnize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critical yasses the use of the estimation methods in scientific work, to work independenthy on	Module	e coord	inator		Module offered by	
5 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents Description: This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a module deals with the basics, concepts and methods of the sense statistical and autocorrelation. United analysis 2. 2. Multicollinearity 3. 3. Hetroskedastiticy 4. 4. Autocorrelated disruptive terms 5. 5. Generalized least squares (GLS) 1. Intended learning outcomes 5. 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 reco- grize, 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 im- plementation of meprircical analyzes and to answer selected (econom	holder	of the (Chair of Econometrics		Faculty of Managem	nent and Economics
Duration Module level Other prerequisites 1 semester graduate - Contents	ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)	
1 semester graduate	5	nume	rical grade			
Contents Description: This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Parthy as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedastiticy and autocorrelation. Linear algebra is used as formal aid. Syllabus: 1. Specification analysis 2. Multicollinearity 3. Heteroskedastiticy 4. Autocorrelated disruptive terms 5. Generalized least squares (GLS) Intended learning outcomes Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized lata roblems and violations of the assumptions of the classical linear model (OLS) in order to be able to reco-gnize, to assess the use of the estimation methods in scientific work, to work independenty 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 "Eco-nometrics". 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 ean a bonus)						
Description: This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I") are discussed. This includes multicollinearity, a test for structural breaks, heteroskedastiticy and autocorrela- tion. Linear algebra is used as formal aid. Syllabus: 1. Specification analysis 2. Multicollinearity 3. Heteroskedastiticy 4. Autocorrelated disruptive terms 5. Generalized least squares (GLS) Intended learning outcomes Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generali- zed linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to reco- gnize, to assess the use of the estimation methods in scientific work, to work independently on adequate im- plementation 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 "Eco- nometrics III", "Microeconometrics" und "Financial Econometrics". Courses (type, number of weekly contact hours, language — if other than German) V (2) + Û (2) Method of assessment: (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 6 on minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus Allocation of places 	1 semester graduate					
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" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedastiticy and autocorrela- tion. Linear algebra is used as formal aid. Syllabus: 1. Specification analysis 2. Multicollinearity 3. Heteroskedastiticy 4. Autocorrelated disruptive terms 5. Generalized least squares (GLS) Intende learning outcomes Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to reco- gnize, 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 im- plementation 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". 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 seme- ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment. German and/or English creditable for bonus Allocation of places						
1. Specification analysis 2. Multicollinearity 3. Heteroskedastiticy 4. Autocorrelated disruptive terms 5. Generalized least squares (GLS) Intended learning outcomes Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generali- zed linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to reco- gnize, 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 im- plementation 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 "Eco- nometrics III", "Microeconometrics" und "Financial Econometrics". Courses (type, number of weekly contact hours, language — if other than German) V (2) + Û (2) Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus Allocation of places Motkload 150	This mo Partly a well as I")) are tion. Linear a	odule d is a mo violati discus algebra	tivation for the GLS mode ons of model assumptior sed. This includes multic	el and partly for its owns of the OLS estimated	vn right, different sp or (as introduced in '	ecification and data problems as "Ökonometrie I" ("Econometrics
Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generali- zed linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to reco- gnize, 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 im- plementation 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 "Eco- nometrics III", "Microeconometrics" und "Financial Econometrics". 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 seme- ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus Allocation of places 	1. Spec 2. Mult 3. Hete 4. Auto	ificatio icolline rosked correla	earity astiticy ted disruptive terms			
zed linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to reco- gnize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the estimation methods in scientific work, to work independently on adequate implementation of empirical analyzes and to answer selected (economic) scientific issues if available data with the above-mentioned involved problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics". Courses (type, number of weekly contact hours, language — if other than German) V (2) + Ü (2) Method of assessment (type, scope, language — if 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	Intende	ed lear	ning outcomes			
V (2) + Ü (2) Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus Allocation of places Additional information Research track module in Master's programme IEP Workload 150 h Teaching cycle	zed line data pr gnize, t to critic plemer above-	ear regroblems oblems o asse cally as itation mentio	ression model (GLS) and s and violations of the as ss and therefore adequat sess the use of the estim of empirical analyzes and ned involved problems. T	can apply and interp sumptions of the clas ely deal with these p ation methods in sci d to answer selected The competences acq	ret it. They are sensit ssical linear model ((roblems in theory ar entific work, to work (economic) scientific juired in this course	ized for specification problems, DLS) in order to be able to reco- nd practice. This enables them independently on adequate im- c issues if available data with the
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus Allocation of places Additional information Research track module in Master's programme IEP Workload 150 h Teaching cycle	Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus Allocation of places Additional information Research track module in Master's programme IEP Workload 150 h Teaching cycle	V (2) +	Ü (2)				
b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus Allocation of places Additional information Research track module in Master's programme IEP Workload 150 h						tion offered — if not every seme-
Additional information Research track module in Master's programme IEP Workload 150 h Teaching cycle	b) term Langua	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus				
Research track module in Master's programme IEP Workload 150 h Teaching cycle	Allocat	ion of _l	olaces			
Research track module in Master's programme IEP Workload 150 h Teaching cycle						
Workload 150 h Teaching cycle	Additio	nal inf	ormation			
Workload 150 h Teaching cycle	Resear	ch trac	k module in Master's prog	gramme IEP		
Teaching cycle			•			
Teaching cycle	150 h					
	-	ng cycl	e			
Teaching cycle: summer semester						

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

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) 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) exchange program Business Management and Economics (2022)

Module title			Abbreviation	
conometrics 3			12-M-OE3-182-m01	
Nodule coordinator		Module offered by	<u> </u>	
older of the Chair of Econometrics		Faculty of Managen	nent and Economics	
CTS Method of grading	Only after succ. compl. of module(s)			
numerical grade		E · · · ·		
ouration Module level	Other prerequisites	6		
1 semester graduate				
ontents				
Pescription: his module deals with advanced eco ed least squares estimator discusse he instrumental variable (IV) estimation hodels as well as basic methods and hodels as well as basic methods and yllabus: . Error-in-variables . IV estimation . Generalized least squares estimati . Distributed lag models . Stationary uni- and multivariate pro- terministic and stochastic trend . Integrated and cointegrated procesent tended learning outcomes he students acquire thorough under hiliarized with diverse error-in-variabo ourse, students understand the gen- hator to the extent that they can disc conomics and understand scientific elected time series issues, such as co ed processes, enabling them to concer ents to apply the above mentioned in address their theoretical and pra- fourses (type, number of weekly com- f (2) + Ü (2) Method of assessment (type, scope, ter, information on whether module) written examination (approx. 60 m) term paper (approx. 15 pages) anguage of assessment: German an reditable for bonus	d in Ökonometrie I an or, the generalized me concepts used in uni n and cointegration. on ocesses ses standing of advanced les issues and will be eralized method of mo uss their pros and cor papers using these m listributed lag models luct a comprehensive nethods and concepts ctical benefits and she cat hours, language – language — if other th can be chosen to earr inutes) or	d II (Econometrics I a ethod of moments (G - and multivariate ec methods and concep capable of handling oments (GMM) and th s, apply these to sel ethods. Furthermore s, non-stationarity, sp time series analysis. s to real life question ortcomings – if other than Germa an German, examina	nd II). In particular, this includes MM) estimator, distributed lag onometric time series analysis, ots in econometrics. They get fa- them appropriately. After the ne instrumental variable (IV) esti- ected questions in quantitative , they become acquainted with purious correlation and cointegra- In brief, the course enables stu- s, assess their appropriateness an)	
llocation of places				
dditional information				
esearch track module in Master's pr	ogramme IEP			
Vorkload				
50 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

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Master's degree (1 major) Management (2018)

Master's degree (1 major) International Economic Policy (2018)

Master's degree (1 major) China Business and Economics (2019)

Master's degree (1 major) China Language and Economy (2019)

Master's degree (1 major) China Business and Economics (2021)

Master's degree (1 major) China Language and Economy (2021)

Master's degree (1 major) Economathematics (2021)

Master's degree (1 major) International Economic Policy (2022)

Master's degree (1 major) Management (2022)

Master's degree (1 major) Economathematics (2022)

exchange program Business Management and Economics (2022)

Module title Abbreviation					Abbreviation	
Advanced Labour Economics					12-M-OEA-182-m01	
Module	e coord	inator		Module offered by		
holder	ofthe	Chair of Labour Economic	S	Faculty of Managem	nent and Economics	
ECTS Method of grading		Only after succ. con	npl. of module(s)			
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
pics: 1. Labo 2. Labo 3. Hum 4. Com 5. Discl The courreading scientific cussion bor ecc The man setts In topics of Intende The ain encourred dents v	or supp or dema an cap pensat riminat urse wi g of sor fic artic n of the onomic uin refe astitute discuss ed lear n of thi age the vith bo	ly ind ital formation ing wage differentials ion Il consist of frontal teachine of the key scientific ar iles in advance and will b earticles will help illustration s and giving students an rence for the lecture is Ca of Technology. In addition sed in class. ning outcomes s course is to acquaint st e development of research	ing of the basic theor ticles related to the c e asked to discuss th ting how established understanding of hig huc and Zylberberg. on, we will discuss we udents with classical h interest in this field	retical as well as emp outlined topics. Stud nem in small groups scholars approach t h quality empirical r (2004): "Labor Econ ell-published econom	purse will cover the following to- poirical tools as well as a careful ents are expected to read the during class. In addition, a dis- the core questions in modern la- esearch. omics", 1st edition, Massachu- nic articles related to the single opics in labor economics and to e's objective is to familiarize stu- nain econometric methods used	
		, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) +						
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
b) term	i paper	mination (approx. 60 min (approx. 15 pages) ssessment: English	utes) or			
Allocat	ion of _l	olaces				
Additio	Additional information					
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycl	e: summer semester				
Referre	ed to in	LPOI (examination regu	lations for teaching-o	legree programmes)		

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

Module					Abbreviation	
Project	t Modul: A	udiovisual Business (Communication		12-M-PACW-182-m	01
Module coordinator				Module offered by	l	
		fessorship of Econom	nic lournalism	Faculty of Managen	nent and Economics	3
ECTS		of grading	Only after succ. com	· · · · · · · · · · · · · · · · · · ·		,
10	numerica	<u> </u>				
Duratio		odule level	Other prerequisites			
1 seme	-	aduate				
Conten						
tage). T the pic of a tel	They are fi cture and h levision re	rst introduced to the unow to organize shoot	sics of audiovisual for use of cameras and ec s. Television-specific nd handling of differen	liting. Students lear journalistic basics s	n how to set news a uch as the structure	nd stories in and design
Intend	ed learnin	g outcomes				
		n of the seminar, stud k) to the production c	lents will be able to ap of television features.	ply editorial and teo	chnical knowledge a	Ind skills (in-
Course	es (type, n	umber of weekly contain	act hours, language —	if other than Germa	ın)	
S (2)						
Metho			anguage — if other tha can be chosen to earn		tion offered — if no	t every seme-
Allocat	able for bo tion of pla onal inforr	ces				
Auunn			_			
Worklo			_			
300 h						
-	ing cycle					
		summer semester				
			ulations for tooshing			
		U (examination regi	ulations for teaching-c	legree programmes)		
		•				
	e appears					
	-	(1 major) Managemer				
	-		al Economic Policy (20			
			less and Economics (2 Jage and Economy (20			
	-	(1 major) Media Comr		19)		
	-		iess and Economics (2	021)		
	-		lage and Economy (20			
	-	(1 major) Economathe	- ,	-		
	i s'ucgice	(1 major) Internationa	al Economic Policy (20	22)		
Master	-	(1 major) Internationa (1 major) Managemer	•	22)		
Master Master	r's degree		nt (2022)	22) enerated 19-Apr-2025 • exam	1. reg. data re-	page 188 / 311

Master's degree (1 major) Economathematics (2022) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022) exchange program Business Management and Economics (2022)

Projec	e title			Abbreviation
	t Modul: Crossmedial Busines	s Communication		12-M-PCW-182-m01
	e coordinator		Module offered by	
holder	of the Professorship of Econo		· · · · · · · · · · · · · · · · · · ·	ient and Economics
ECTS Method of grading Only after succ. compl. of module(s)				
10	numerical grade			
Durati		Other prerequisites	5	
1 seme	ester graduate			
Conter	nts			
on the agains journa as tech	t the background of current tre lism. In addition to content-rel nnical developments.	es of production for th ends and development	e website, Facebook, s. In addition, the se	Instagram, Twitter, and Tiktok
Intend	ed learning outcomes			
nalism		e projects, explain and		s of online and cross-media jour- idual production stages, use me-
Course	es (type, number of weekly con	itact hours, language -	– if other than Germa	n)
S (2)				
portfol ties, co Langua Assess credita	nformation on whether module lio (approx. 3 items with a dura ommentary, text analyses of di age of assessment: German an sment offered: In the semester able for bonus tion of places	ation of 3 minutes each fferent types of media Id/or English	n, audio/video format	:): e. g. record of research activi-
Additio	onal information			
Additio	onal information			
 Worklo				
 Worklo 300 h	oad			
 Worklo 300 h Teachi	oad ing cycle			
 Worklo 300 h Teachi Teachi	ng cycle ng cycle: each semester			
 Worklo 300 h Teachi Teachi	oad ing cycle	gulations for teaching-	degree programmes)	
 Worklo 300 h Teachi Teachi Referro	oad ing cycle ing cycle: each semester ed to in LPO I (examination reg	gulations for teaching-	degree programmes)	
 Worklo 300 h Teachi Teachi Referro Modul	oad ing cycle ing cycle: each semester ed to in LPO I (examination res e appears in		degree programmes)	
 Worklo 300 h Teachi Teachi Referro Modul Maste	oad ing cycle ing cycle: each semester ed to in LPO I (examination reg e appears in r's degree (1 major) Manageme	ent (2018)		
 Worklo 300 h Teachi Teachi Referro Modul Master Master	oad ing cycle ing cycle: each semester ed to in LPO I (examination reg e appears in r's degree (1 major) Manageme r's degree (1 major) Internation	ent (2018) nal Economic Policy (20	018)	
 Worklo 300 h Teachi Teachi Referro Modul Master Master Master	oad ing cycle ing cycle: each semester ed to in LPO I (examination reg e appears in r's degree (1 major) Manageme r's degree (1 major) Internation r's degree (1 major) China Busi	ent (2018) nal Economic Policy (20 ness and Economics (20	018) 2019)	
 300 h Teachi Teachi Referro Modul Master Master Master Master	oad ing cycle ing cycle: each semester ed to in LPO I (examination reg e appears in r's degree (1 major) Manageme r's degree (1 major) Internation r's degree (1 major) China Busi r's degree (1 major) China Lang	ent (2018) nal Economic Policy (20 ness and Economics (2 guage and Economy (2)	018) 2019)	
 300 h Teachi Teachi Referro Modul Master Master Master Master	oad ing cycle ing cycle: each semester ed to in LPO I (examination reg e appears in r's degree (1 major) Manageme r's degree (1 major) Internation r's degree (1 major) China Busi r's degree (1 major) China Lang r's degree (1 major) Media Com	ent (2018) nal Economic Policy (20 ness and Economics (20 guage and Economy (20 nmunication (2019)	018) 2019) 019)	
 300 h Teachi Teachi Teachi Referre Modul Master Master Master Master Master Master	ad ing cycle ing cycle: each semester ed to in LPO I (examination reg e appears in r's degree (1 major) Manageme r's degree (1 major) Internation r's degree (1 major) China Busi r's degree (1 major) China Lang r's degree (1 major) Media Com r's degree (1 major) China Busi	ent (2018) nal Economic Policy (20 ness and Economics (2 guage and Economy (2 nmunication (2019) ness and Economics (2	018) 2019) 019) 2021)	
 300 h Teachi Teachi Referro Modul Master Master Master Master Master Master Master	oad ing cycle ing cycle: each semester ed to in LPO I (examination reg e appears in r's degree (1 major) Manageme r's degree (1 major) Internation r's degree (1 major) China Busi r's degree (1 major) China Lang r's degree (1 major) Media Com	ent (2018) nal Economic Policy (20 ness and Economics (2 guage and Economy (20 nmunication (2019) ness and Economics (2 guage and Economy (20	018) 2019) 019) 2021)	
 300 h Teachi Teachi Referro Modul Master Master Master Master Master Master Master Master	ang cycle ing cycle: each semester ed to in LPO I (examination reg e appears in r's degree (1 major) Manageme r's degree (1 major) Internation r's degree (1 major) China Busi r's degree (1 major) China Lang r's degree (1 major) Media Com r's degree (1 major) China Busi r's degree (1 major) China Lang	ent (2018) nal Economic Policy (20 ness and Economics (2 guage and Economy (2 nmunication (2019) ness and Economics (2 guage and Economy (2 nematics (2021)	018) 2019) 019) 2021) 021)	
 300 h Teachi Teachi Referro Master Master Master Master Master Master Master Master Master Master	ang cycle ing cycle: each semester ed to in LPO I (examination reg e appears in r's degree (1 major) Manageme r's degree (1 major) Internation r's degree (1 major) China Busi r's degree (1 major) China Lang r's degree (1 major) China Busi r's degree (1 major) China Busi r's degree (1 major) China Lang r's degree (1 major) China Lang r's degree (1 major) China Lang	ent (2018) nal Economic Policy (20 ness and Economics (2 nmunication (2019) ness and Economics (2 guage and Economics (2 nematics (2021) nal Economic Policy (20	018) 2019) 019) 2021) 021)	. reg. data re-

Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022) exchange program Business Management and Economics (2022)

Modul	e title				Abbreviation
Project Module Digital Business Strategy I					12-M-PDBUS1-182-m01
Modul	e coord	inator		Module offered by	
Dean c		culty of Business Manag	ement and Econo-		nent and Economics
mics ECTS Method of grading Only after succ. compl. of module(s)					
10		rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ester	graduate			
Conter	nts				
This m	odule is	s designed to provide cre	dit for work complete	ed in project seminar	rs in Digital Business Strategy.
		ning outcomes	· · · ·		
		accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.
		, number of weekly conta			-
S (2)		t in: English			
Metho	d of ass				tion offered — if not every seme-
credita	sment o able for tion of j		which the course is	offered	
Alloca		Jaces			
Additid	onal inf	ormation			
Auuiin					
Worklo	had				
300 h	Jau				
-	ing cycl	0			
		e: after announcement			
		LPOI (examination regu	lations for teaching.	legree programmes)	
Referre		LIOT (examination regu			
Modul	e appea	ors in			
		ee (1 major) Management	t (2018)		
	-	ee (1 major) China Busine		2019)	
	-	ee (1 major) China Langu		•	
	-	ee (1 major) China Busine			
	-	ee (1 major) China Langu		021)	
	-	ee (1 major) Management			
exchar	ige prog	gram Business Managem	ent and Economics (2022)	

Modul	e title				Abbreviation
Project Module Digital Business Strategy II					12-M-PDBUS2-182-m01
Module coordinator				Module offered by	
		culty of Business Manag	gement and Econo-	· · · · ·	nent and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
10		rical grade		• •	
Durati	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conter	nts				
This m	odule is	s designed to provide cre	edit for work complete	ed in project semina	rs in Digital Business Strategy.
Intend	ed learı	ning outcomes			
As a re	sult of a	accrediting multiple kinc	ls of modules, a desc	ription of acquired s	kills cannot be given.
		, number of weekly conta			
V (2) +	Ü (2)	t in: English			
		essment (type, scope, la on on whether module c			tion offered — if not every seme-
credita	able for		n which the course is	offered	
Alloca	tion of p	Diaces			
Additi	onal inf	ormation			
Additio					
Workle					
	Jau				
300 h	ng cucl	a			
	ng cycl	e: after announcement			
			lations for tasching	dograa programmaa)	
Reieff		LPOI (examination regu	utations for teaching-(legiee programmes)	
•• Madad		we in			
	e appea		(2018)		
	-	ee (1 major) Managemen ee (1 major) China Busin		2019)	
	-	ee (1 major) China Langu		-	
	-	ee (1 major) China Busin		-	
	-	ee (1 major) China Langu		021)	
Maste	-	ee (1 major) Managemen	ut (2022)		
		gram Business Managen			

	e title				Abbreviation	
Policy	Evaluat	ion Methods			12-M-PEM-182-m01	
Modul	e coord	inator		Module offered by		
		Chair of Data Science in I	Business and Econo-		nent and Economics	
mics						
ECTS		od of grading	Only after succ. compl. of module(s)			
5	numerical grade					
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conten	nts					
gns in the epi shown which l science The sec tal vari to answ ment o The ass lecture stion. F search Intende	the soc istemol why ex level of es, i.e. cond pa ables, i wer imp or the ef sumption there Further, design ed lear	fers an introduction to the ial sciences. In the first p ogical differences betwee periments are paramour the causal hierarchy. Fir potential outcomes and art is devoted to the rese and regression discontine fortant questions in labo fect of children on femal ons each research designs fore the emphasis is to the the research designs ar s to other questions and ning outcomes	part a framework for u en association, interv ti in generating causa hally, we will discuss t directed acyclic graph arch designs regressi uity. The emphasis is ur economics such as e labour supply and v n requires in order to each students <i>what</i> o e discussed such that fields.	nderstanding causal rention and counterfa- l knowledge and whi two widely used appr is. ons analysis, differe how these research the effects of a mini- vages. identify a causal effe ne needs to estimate t students will be abl	lity is introduced. Sp actuals are explained ich assumptions are roaches to causality nce-in-differences, in designs are for exan imum wage increase ect will be at center s e in order to answer a le to evaluate and ap	ecifically, d. Then it is needed for in the socia nstrumen- nple applied on employ- tage of the a given que- pply these re
		he course, students sho as read, interpret, and a				
		ation for advanced statis			ons. In addition, the	
Course	es (type	, number of weekly conta	act hours, language –	- if other than Germa	n)	
V (2) + Module	• •	t in: English				
		sessment (type, scope, la			tion offered — if not	every seme-
a) writt b) term Langua	ten exa 1 paper	ion on whether module c mination (approx. 60 min (approx. 15 pages) ssessment: English bonus	_1	a DUIIUS)		
Allocat	tion of J	olaces				
 Additic	nal inf	ormation				
	-					
		k module in Master's pro	gramme IEP			
Worklo	ad					
	-					
-						
	ng cycl					
Teachi Teachi	ng cycle	e: summer semester				
Teachi Teachi	ng cycle		llations for teaching-o	degree programmes)		
Teachi Teachi	ng cycle	e: summer semester	llations for teaching-o	degree programmes)		

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) Social Science Sustainability Studies (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)

Modul	e title				Abbreviation
Project	Modu	le Finance, Accounting	& Taxation I	_	12-M-PFACT1-182-m01
Module	e coord	inator		Module offered by	
		aculty of Business Mana	agoment and Econo-		nent and Economics
mics					
ECTS		od of grading	Only after succ. con	npl. of module(s)	
10 numerical grade					
Duratio	on	Module level	Other prerequisites	;	
1 seme	ster	graduate			
Conten	ts				
This motion.	odule i	s designed to provide c	redit for work complete	ed in project semina	rs in Finance, Accounting & Taxa-
Intend	ed lear	ning outcomes			
As a re	sult of	accrediting multiple kir	nds of modules, a desc	ription of acquired s	kills cannot be given.
		, number of weekly con		• •	
S (2)	- (-)	, <u>.</u>			
		accomont (tune	languaga if athers th	an Corman and	tion offered if not every
		ion on whether module			tion offered — if not every seme
	ment o	ssessment: German an Iffered: In the semester bonus		offered	
Allocat	ion of	places			
Additic	nal inf	ormation			
Worklo	ad				
300 h					
Teachi	ng cycl	e			
		e: after announcement			
		LPOI (examination reg	gulations for teaching-	degree programmes)	
			<u></u>		
Module	e appea	ars in			
Master	's degr	ee (1 major) Manageme	ent (2018)		
Master's degree (1 major) China Business and Economics (2019)					
Master's degree (1 major) China Language and Economy (2019)					
Master	's degr	ee (1 major) China Busi	ness and Economics (2	2021)	
Master	's degr	ee (1 major) China Lang	guage and Economy (20	021)	
Master	's degr	ee (1 major) Manageme	ent (2022)		
Master	's degr	ee (1 major) Manageme			
	-	ee (1 major) Manageme ee (1 major) Manageme	ent (2024)		
Master	's degr		ent (2024) ent (2025)	2025)	

Module	e title				Abbreviation
Project Module Finance, Accounting & Taxation II					12-M-PFACT2-182-m01
Module coordinator				Module offered by	
			nagement and Econo-	· · ·	nent and Economics
mics				Faculty of Managen	
ECTS		od of grading	Only after succ. con	npl. of module(s)	
10	nume	rical grade			
Duratio	on	Module level	Other prerequisites	i	
1 seme	ster	graduate			
Conten	ts				
This motion.	odule i	s designed to provide	credit for work complete	ed in project semina	rs in Finance, Accounting & Taxa
Intend	ed lear	ning outcomes			
As a re	sult of	accrediting multiple k	inds of modules, a desc	ription of acquired s	kills cannot be given.
			ontact hours, language –	· · ·	-
S (2)		,			
		· · · · · · · · · · · · · · · · · · ·			tion offered if yet
			e, language — if other the le can be chosen to earn		tion offered — if not every seme
	ment o		er in which the course is	offered	
Allocat	ion of	places			
Additic	onal inf	ormation			
Worklo	ad				
300 h					
Teachi	ng cycl	e			
		e: after announcemen	t		
			egulations for teaching-	degree programmes)	
Module	e appea	ars in			
Master	's degr	ee (1 major) Managerr	1ent (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 degr	ee (1 major) China Lar	nguage and Economy (20	021)	
Master	's degr	ee (1 major) Managerr	1ent (2022)		
Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024)					
Master's degree (1 major) Management (2024) Master's degree (1 major) Management (2025)					
Master	's degr	ee (1 major) Managem		2025)	

Module title				Abbreviation	
Project Module	International Business	& Strategy I		12-M-PIBST1-182-m01	
Module coordin	ator		Module offered by		
Dean of the Faculty of Business Management and Econo-			· · ·	nent and Economics	
mics	,				
	l of grading	Only after succ. con	npl. of module(s)		
	cal grade				
	Module level	Other prerequisites			
1	graduate				
Contents This module is o Strategy.	designed to provide cre	dit for work complete	ed in project seminar	rs in International Business &	
Intended learni	ng outcomes				
As a result of ac	crediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.	
Courses (type, r	number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) + Ü (2) Module taught i	in: English				
	ssment (type, scope, la n on whether module ca			tion offered — if not every seme-	
			offered		
	aces				
Additional infor	mation				
Additionat into	mation				
Workload					
300 h					
Teaching cycle					
	after announcement				
		lations for teaching-	degree programmes)		
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module appears	s in				
Module appears inMaster's degree (1 major) Management (2018)Master's degree (1 major) China Business and Economics (2019)Master's degree (1 major) China Language and Economy (2019)Master's degree (1 major) China Business and Economics (2021)Master's degree (1 major) China Language and Economy (2021)Master's degree (1 major) Management (2022)					
exchange progr	am Business Managem	ent and Economics (2022)		

Module	e title				Abbreviation			
Project	t Modul	e International Busines	s & Strategy II		12-M-PIBST2-182-m01			
Module coordinator				Module offered by				
Dean o mics	of the Fa	culty of Business Mana	gement and Econo-	Faculty of Managen	nent and Economics			
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)				
10	nume	rical grade						
Duratio	on	Module level	Other prerequisites					
1 seme	ester	graduate						
Conten	nts							
This mo Strateg		designed to provide cr	edit for work complete	ed in project seminar	rs in International Business &			
Intende	ed learr	ning outcomes						
As a re	sult of a	accrediting multiple kind	ds of modules, a desc	ription of acquired s	kills cannot be given.			
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)			
V (2) + Module	• •	t in: English						
		essment (type, scope, l on on whether module			tion offered — if not every seme-			
credita	ment o ble for t ion of p		n which the course is	offered				
Additio	onal info	ormation						
Worklo	ad		_					
300 h								
-	ng cycl	2	-					
		e: after announcement						
	/		ulations for toaching	dogroo programmes)				
Referred to in LPO I (examination regulations for teaching-degree programmes)								
••								
Module appears in Master's degree (1 major) Management (2018)								
	-	ee (1 major) Managemei ee (1 major) China Busir		2010)				
		ee (1 major) China Langi						
	-		- , ,	-				
	-		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) Management (2022)							

Module title					Abbreviation	
Project Module International Economic Policy I			c Policy I		12-M-PIEP1-182-m01	
Module coordinator				Module offered by		
		aculty of Business Manag	ement and Econo-	· · · ·	nent and Economics	
mics						
ECTS		od of grading	Only after succ. con	npl. of module(s)		
10		rical grade				
Durati		Module level	Other prerequisites			
1 seme		graduate				
Conter						
This m	odule i	s designed to provide cre	dit for work complete	ed in project seminai	rs in International Economic Poli-	
	ed lear	ning outcomes				
		accrediting multiple kind	s of modules a desc	ription of acquired s	kills cannot be given	
		, number of weekly conta		· ·		
S (2)			ישנייט איז			
	e taugh	ıt in: English				
Metho	d of as	sessment (type, scope, la	nguage — if other th	an German, examina	tion offered — if not every seme-	
ster, in	nformat	ion on whether module ca	an be chosen to earn	a bonus)		
			per, documentation,	preparing a contribu	ution) and presentation (approx.	
		veighted 2:1 assessment: English				
		offered: In the semester in	which the course is	offered		
credita	able for	bonus				
Alloca	tion of	places				
Additio	onal inf	ormation				
Worklo	oad					
300 h						
Teachi	ing cycl	e				
Teachi	ng cycl	e: after announcement				
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)		
Modul	Module appears in					
	-	ee (1 major) International	•			
	-	ree (1 major) China Busine		-		
		ee (1 major) China Langu				
	-	ee (1 major) International	•			
waster	r s degr	ee (1 major) International	Economic Policy (20	24)		

Module title					Abbreviation	
Project Module International Economic Policy II			c Policy II		12-M-PIEP2-182-m01	
Module coordinator				Module offered by	<u> </u>	
		aculty of Business Manag	ement and Econo-		nent and Economics	
mics						
ECTS		od of grading	Only after succ. con	npl. of module(s)		
10		rical grade				
Duratio		Module level	Other prerequisites	i		
1 seme		graduate				
Conter						
This m cy.	odule i	s designed to provide cre	dit for work complete	ed in project seminal	rs in International Economic Poli-	
Intend	ed lear	ning outcomes				
As a re	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.	
Course	es (type	, number of weekly conta	oct hours, language –	- if other than Germa	ın)	
S (2)			· · · · · · · · · · · · · · · · · · ·			
Modul	e taugh	t in: English				
		s essment (type, scope, la ion on whether module ca	0 0		tion offered — if not every seme-	
project	t (appro	ox. 15 pages, e. g. term pa	per, documentation,	preparing a contribu	ution) and presentation (approx.	
		veighted 2:1				
		issessment: English iffered: In the semester ir	which the course is	offered		
	able for		i winen the course is	oncica		
Allocat	tion of	places				
Additio	onal inf	ormation				
Worklo	bad		-			
300 h						
Teachi	ng cycl	e				
		e: after announcement	-			
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)		
Modul	Module appears in					
Master	r's degr	ee (1 major) International	l Economic Policy (20	18)		
	-	ee (1 major) China Busine		-		
		ee (1 major) China Langu				
	-	ee (1 major) International	-			
Master	r's degr	ee (1 major) International	LECONOMIC Policy (20	24)		

Module	title				Abbreviation
Project Module Management & Leadership I			ship I		12-M-PMALE1-182-m01
Module coordinator				Module offered by	
			oment and France	· · · ·	nent and Economics
mics	the Fa	iculty of Business Manag		Faculty of Manager	nent and Economics
ECTS		od of grading	Only after succ. con	npl. of module(s)	
10	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 semes	ster	graduate			
Content	ts				
This mo	dule is	s designed to provide cre	dit for work complete	ed in project seminar	rs in Management & Leadership.
Intende	d lear	ning outcomes			
		accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.
		, number of weekly conta		· · ·	-
S (2)					,
Method		Sessment (type, scope, la on on whether module c			tion offered — if not every seme-
	ment o ole for			offered	
Allocali		Jiaces			
Additio	n a l i n f	ormation			
Additio	natim	ormation			
 Workloa	- d				
300 h	au				
Teachin	o cvcl	۹.			
		e: after announcement			
		LPOI (examination regu	lations for teaching.	degree programmes)	
				active programmes)	
Module	appea	urs in			
		ee (1 major) Managemen	t (2018)		
	-	ee (1 major) China Busine		2019)	
Master's degree (1 major) China Language and Economy (2019)					
Master's degree (1 major) China Euriguage and Economics (2019)					
	-	ee (1 major) China Langu			
	-	ee (1 major) Managemen			
	-	ee (1 major) Managemen			
		ee (1 major) Managemen			
	-	ee (1 major) China Busine	-	2025)	
	-	ee (1 major) China Langu		-	
				- 11 	

Module	title				Abbreviation
Project Module Management & Leadership II					12-M-PMALE2-182-m01
Module coordinator				Module offered by	
		iculty of Business Manag	ement and Econo-		nent and Economics
mics		leally of Dusiness Manag			
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)	
10	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 semes	ster	graduate			
Conten	ts				
This mo	odule is	s designed to provide cre	dit for work complete	ed in project seminar	rs in Management & Leadership.
Intende	ed lear	ning outcomes			
		accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.
		, number of weekly conta		· · ·	
S (2)	e (cype			n other than oerma	
,	loface	accmant (type ccope la	if other th	an Corman, ovamina	tion offered — if not every seme-
		on on whether module c			tion onered — If not every seme-
Langua	ge of a ment o ble for			offered	
Additio	nal inf	ormation			
Worklo	ad				
300 h					
Teachir	ng cycl	e			
	<u> </u>	e: after announcement			
		LPOI (examination regu	lations for teaching.	legree programmes)	
Keleffe					
Module	annes	ors in			
Module appears in Master's degree (1 major) Management (2018)					
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019)					
Master's degree (1 major) China Language and Economy (2019)					
	-	ee (1 major) China Busine	• , .		
	-	ee (1 major) China Langu			
	-	ee (1 major) Managemen			
	-	ee (1 major) Managemen			
		ee (1 major) Managemen			
	-	ee (1 major) China Busine	-	2025)	
	-	ee (1 major) China Langu		-	
	- 0-	. , , ,	<u> </u>	<i></i>	

Module title				Abbreviation	
Project Module Operations & Information Management I				12-M-POPIM1-182-m01	
Module coordinator					
			Module offered by	nent and Fernencies	
Dean of the Faculty of Busines mics	s Manag			nent and Economics	
ECTS Method of grading		Only after succ. con	npl. of module(s)		
10 numerical grade					
Duration Module level		Other prerequisites			
1 semester graduate					
Contents					
This module is designed to pro Management.	ovide cre	dit for work complete	ed in project semina	rs in Operations & Information	
Intended learning outcomes					
As a result of accrediting multi	ple kind	s of modules, a desc	ription of acquired s	kills cannot be given.	
Courses (type, number of wee			· ·		
V (2) + Ü (2)	.,			. ,	
Module taught in: English					
Method of assessment (type, s ster, information on whether n				tion offered — if not every seme-	
15 minutes), weighted 2:1 Language of assessment: Gerr Assessment offered: In the ser creditable for bonus			offered		
Allocation of places					
Additional information					
Workload					
300 h					
Teaching cycle					
Teaching cycle: after announce	ement				
		lations for teaching.	legree programmes)		
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Master's degree (1 major) Management (2018)					
Master's degree (1 major) Chin			•		
Master's degree (1 major) Chin	-		•		
Master's degree (1 major) Chin					
Master's degree (1 major) Chin	-	- ,	021)		
Master's degree (1 major) Man exchange program Business N	-		2022)		
	anageill		2022)		

	e title			_	Abbreviation
Project Module Operations & Information Management II			mation Management II		12-M-POPIM2-182-m01
Module coordinator				Module offered by	l
			nagement and Econo-		nent and Economics
mics		, 		, 3	
ECTS	1	od of grading	Only after succ. con	npl. of module(s)	
10		rical grade			
Durati	_	Module level	Other prerequisites	5	
1 seme	ester	graduate			
Conte	nts				
	odule i gement.		credit for work complete	ed in project semina	rs in Operations & Information
Intend	ed lear	ning outcomes			
As a re	esult of	accrediting multiple k	inds of modules, a desc	ription of acquired s	kills cannot be given.
Course	es (type	, number of weekly co	ontact hours, language –	– if other than Germa	an)
V (2) +	Ü (2)				
		sessment (type, scop			
projec 15 min	t (appro utes), v	ox. 15 pages, e. g. tern veighted 2:1	le can be chosen to earn n paper, documentation,	ı a bonus)	
projec 15 min Langu Assess	t (appro utes), v age of a	ox. 15 pages, e.g. tern veighted 2:1 issessment: German a offered: In the semest	le can be chosen to earn n paper, documentation,	ı a bonus) , preparing a contrib	
projec 15 min Langua Assess credita	t (appro utes), v age of a sment o	ox. 15 pages, e.g. tern veighted 2:1 assessment: German a offered: In the semesta bonus	le can be chosen to earn n paper, documentation, and/or English	ı a bonus) , preparing a contrib	
projec 15 min Langua Assess credita	t (appro utes), v age of a sment o able for	ox. 15 pages, e.g. tern veighted 2:1 assessment: German a offered: In the semesta bonus	le can be chosen to earn n paper, documentation, and/or English	ı a bonus) , preparing a contrib	
projec 15 min Langua Assess credita Alloca	t (appro utes), v age of a sment o able for tion of [ox. 15 pages, e.g. tern veighted 2:1 assessment: German a offered: In the semesta bonus	le can be chosen to earn n paper, documentation, and/or English	ı a bonus) , preparing a contrib	
projec 15 min Langua Assess credita Alloca	t (appro utes), v age of a sment o able for tion of [ox. 15 pages, e.g. tern veighted 2:1 assessment: German a offered: In the semesta bonus places	le can be chosen to earn n paper, documentation, and/or English	ı a bonus) , preparing a contrib	
projec 15 min Langua Assess credita Alloca	t (appro utes), v age of a sment o able for tion of onal inf	ox. 15 pages, e.g. tern veighted 2:1 assessment: German a offered: In the semesta bonus places	le can be chosen to earn n paper, documentation, and/or English	ı a bonus) , preparing a contrib	
projec 15 min Langua Assess credita Alloca Additio	t (appro utes), v age of a sment o able for tion of onal inf	ox. 15 pages, e.g. tern veighted 2:1 assessment: German a offered: In the semesta bonus places	le can be chosen to earn n paper, documentation, and/or English	ı a bonus) , preparing a contrib	
projec 15 min Langua Assess credita Alloca Additio Worklo 300 h	t (appro utes), v age of a sment c able for tion of onal inf	ox. 15 pages, e.g. tern veighted 2:1 assessment: German a offered: In the semest bonus places	le can be chosen to earn n paper, documentation, and/or English	ı a bonus) , preparing a contrib	ation offered — if not every sem ution) and presentation (approx
projec 15 min Langua Assess credita Alloca Additio Workle 300 h Teachi	t (appro utes), v age of a sment o able for tion of onal inf oad	ox. 15 pages, e. g. tern veighted 2:1 assessment: German a offered: In the semesta bonus places	le can be chosen to earn n paper, documentation, and/or English er in which the course is	ı a bonus) , preparing a contrib	
projec 15 min Langua Assess credita Alloca Additio Worklo 300 h Teachi Teachi	t (appro utes), v age of a sment o able for tion of onal inf oad	ex. 15 pages, e. g. tern veighted 2:1 assessment: German a offered: In the semest bonus places formation	le can be chosen to earn n paper, documentation, and/or English er in which the course is	a bonus) , preparing a contrib offered	ution) and presentation (approx
projec 15 min Langua Assess credita Alloca Additio Worklo 300 h Teachi Teachi	t (appro utes), v age of a sment o able for tion of onal inf oad	ex. 15 pages, e. g. tern veighted 2:1 assessment: German a offered: In the semest bonus places formation	le can be chosen to earn n paper, documentation, and/or English er in which the course is	a bonus) , preparing a contrib offered	ution) and presentation (approx
projec 15 min Langua Assess credita Alloca Additio 300 h Teachi Teachi Referro 	t (appro utes), v age of a sment o able for tion of onal inf oad ing cycl ed to in	e e e after announcemer LPO I (examination r	le can be chosen to earn n paper, documentation, and/or English er in which the course is	a bonus) , preparing a contrib offered	ution) and presentation (approx
projec 15 min Langua Assess credita Alloca Additio 300 h Teachi Teachi Referro Modul	t (appro utes), v age of a sment o able for tion of p onal inf oad ing cycl ing cycl ed to in e appea	ex. 15 pages, e. g. tern veighted 2:1 assessment: German a offered: In the semest bonus places formation e: after announcemer LPO I (examination r	le can be chosen to earn n paper, documentation, and/or English er in which the course is	a bonus) , preparing a contrib offered	ution) and presentation (approx
projec 15 min Langua Assess credita Alloca Additio 300 h Teachi Teachi Referra Modul Maste	t (appro utes), v age of a sment o able for tion of onal inf onal inf oad ing cycl ed to in e appea r's degr	ox. 15 pages, e. g. tern veighted 2:1 assessment: German a offered: In the semest bonus places formation e: after announcemer LPO I (examination r ars in ee (1 major) Managen	le can be chosen to earn n paper, documentation, and/or English er in which the course is net regulations for teaching- nent (2018)	a bonus) , preparing a contrib offered 	ution) and presentation (approx
projec 15 min Langua Assess credita Alloca Additio 300 h Teachi Teachi Referro Modul Maste Maste	t (appro utes), v age of a sment o able for tion of p onal inf oad ing cycl ed to in e appea r's degr	e (1 major) Managen	le can be chosen to earn n paper, documentation, and/or English er in which the course is	a bonus) , preparing a contrib offered 	ution) and presentation (appro
projec 15 min Langua Assess credita Alloca Additio Worklo 300 h Teachi Teachi Teachi Referro Modul Maste Maste Maste	t (appro utes), v age of a sment o able for tion of p onal inf oad ing cycl ing cycl ed to in e appea r's degr r's degr	e (1 major) China Bu eige (1 major) China Bu eige (1 major) China Bu eige (1 major) China Lau	le can be chosen to earn n paper, documentation, and/or English er in which the course is neut regulations for teaching- nent (2018) siness and Economics (2	a bonus) , preparing a contrib offered degree programmes 2019) 019)	ution) and presentation (appro
projec 15 min Langua Assess credita Alloca Additio 300 h Teachi Teachi Referra Modul Maste Maste Maste Maste Maste	t (appro utes), v age of a sment o able for tion of p onal inf oad ing cycl ing cycl ed to in e appea r's degr r's degr r's degr r's degr	e (1 major) China Bu ee (1 major) China Bu ee (1 major) China Bu ee (1 major) China Bu	le can be chosen to earn n paper, documentation, and/or English er in which the course is neut regulations for teaching- nent (2018) siness and Economics (20 siness and Economy (20) siness and Economy (20)	a bonus) preparing a contrib offered degree programmes, 2019) 2019) 2021)	ution) and presentation (appro

Module title Preject Management and Control				Abbreviation		
Project Management and Control 12-M-PROM-182-mo1					01	
Module	e coord	inator		Module offered by		
holder of the Chair of Business Management, Controlling and Accounting			ement, Controlling	Faculty of Managen	nent and Economics	
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	1	rical grade				
Duratio		Module level	Other prerequisites	i		
1 seme		graduate				
Conten						
of proje ment a methoe	ect mar ire cons ds and	ocuses on the discussion nagement and control wi sidered. It covers charact instruments of control ar ential applications of the	thin enterprises. Both eristic features and s nd management of pr	n classic and agile ap tructures of projects ojects in various pro	oproaches to project , their possible succ	manage- ess factors,
Intend	ed lear	ning outcomes				
trol is a fields o thin the	acquire of appli e config	ledge about fundamenta d. What is more, the moo cation and limits of com guration and developmen tained.	lule conveys knowled nonly used instrume	lge about strengths and methods of p	and weaknesses and practitioners. Compe	d therewith etences wi-
Course	es (type	, number of weekly conta	act hours, language –	- if other than Germa	in)	
S (2)						
ster, in written Langua	iformat exami	sessment (type, scope, la ion on whether module c nation (approx. 60 minut ssessment: German and	an be chosen to earn es)		ition offered — if not	every seme-
	ble for t ion of					
Allocal		JIACES				
Additic	nal inf	ormation				
Auditic		ormation				
Worklo	had					
150 h						
	ng cycl	Δ	-			
		e: winter semester				
			lations for teaching.	degree programmes)		
	Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module appears in						
Module appears in Master's degree (1 major) Management (2018)						
	Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019)					
Master	Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Language and Economy (2019)					
	-	ee (1 major) Information		,		
	-	ee (1 major) China Busin ee (1 major) China Langu				
		ee (1 major) China Langu ee (1 major) Economathe		JZ1)		
1		ee (1 major) Information				
Master's w (2019)	vith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 206 / 311



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

Module title			Abbreviation			
Programming Survey and Experiments 12-M-PSE-182-mo1						
Modul	e coordina	tor		Module offered by		
holder	nolder of the Chair of Labour Economics		Faculty of Managem	nent and Economics		
ECTS	Method o	of grading	Only after succ. con	npl. of module(s)		
5	numerica	al grade				
Duratio	·	odule level	Other prerequisites			
1 seme		aduate				
Conter	-			· · ·		
		gramming Survey and periments.	Experiments" focuse	s on the programmir	ig, implementation a	and analysis
 I E F E F I C Intend 	Contents: Introduction to surveys and experiments Design of surveys Design of experiments Programming surveys and experiments Data management and analysis Special techniques and methods Practical implementation Interpretation and reporting of results Case studies and applications Intended learning outcomes This course provides students with the practical and theoretical knowledge to independently program, conduct and evaluate surveys and experiments. The focus is on technical implementation as well as methodological ac-					
		umber of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) +		, ,	, , , , , , , , , , , , , , , , , , , ,		,	
	e taught in	: English				
		sment (type, scope, la			tion offered — if not	every seme-
a) writt b) term Langua Assess	ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus					
Allocat	tion of plac	ces				
Additio	onal inform	nation				
Worklo	Workload					
150 h	150 h					
Teachi	Teaching cycle					
Teachi	ng cycle: a	fter announcement				
Referre	ed to in LP	OI (examination regu	lations for teaching-o	degree programmes)		
Modul	e appears	in				
Master	r's degree	(1 major) Management	: (2018)			
Master's w						page 208 / 311

(2019)

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)

Module title	Abbreviation			
Project Module Strategic Entrepreneurship	12-M-PUGF-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)				
10 numerical grade				
Duration Module level Other prerequisit	es			
1 semester graduate				
Contents				
This seminar is a primer on academic research. It has been ting empirical research as part of their master thesis proj methods and advanced academic writing. Participants wit stion. Beyond this background, they select an appropriat also includes collecting and analyzing primary and/or se- our Chair and the University Library. In a final step, partic ler-scale academic article and present the approach and an excellent opportunity for mutual learning.	ects. The module starts with a crash course on research Ill then choose or otherwise be assigned a research que- e research design to address the question at hand. This condary data, with various datasets being available via ipants document their research in the form of a smal-			
Intended learning outcomes				
 Educational aims Help students understand the role of positioning st Help students understand the role of different rese Enable students to critically appraise alternative approxime alternative alternative	arch strategies			
Learning outcomes				
On successful completion of this module students will be	e able to:			
 Formulate an adequate research question Build tentative theoretical models Choose an appropriate research design to test the Document the research in the form of an academic 				
Courses (type, number of weekly contact hours, language	e — if other than German)			
S (2)				
Method of assessment (type, scope, language — if other ster, information on whether module can be chosen to ea				
term paper (approx. 15 pages) and presentation (one can 20 minutes; groups of 3: approx. 30 minutes), weighted 2 Language of assessment: German and/or English Assessment offered: In the semester in which the course	2:1			
Allocation of places				
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo cated by lot as they become available.				
Additional information				
Workload				
300 h				
Teaching cycle				
Teaching cycle: after announcement				
	• generated 19-Apr-2025 • exam. reg. data re- 20 ECTS) China Language and Economy - 2019			

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

Module appears in

Module title					Abbreviation	
Research Seminar Applied Economic Policy					12-M-RAEP-182-m01	
Modul	e coord	inator		Module offered by	odule offered by	
Dean o mics	of the Fa	aculty of Business Manag	gement and Econo-	Faculty of Managen	nent and Economics	
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
10	nume	rical grade				
Durati	on	Module level	Other prerequisites	Other prerequisites		
1 seme	ester	graduate				
Conter	nts					
This m	iodule i	s for credit for seminars o	dealing with current e	conomic research.		
		ning outcomes				
As a re	esult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.	
		, number of weekly conta	· · · · · · · · · · · · · · · · · · ·	· ·		
S (2)		,				
Assess credita				offered		
Additi	onal inf	ormation				
Workle	oad					
300 h						
Teachi	ing cycl	e				
Teachi	ing cycl	e: after announcement				
Referre	ed to in	LPOI (examination regu	llations for teaching-	degree programmes)		
Modul	e appea	ars in				
		ee (1 major) Internationa	l Economic Policy (20	18)		
	-	ee (1 major) China Busin		•		
	-	ee (1 major) China Langu		-		
Maste	r's degr	ee (1 major) Internationa	LECONOMIC Policy (20	22)		

Module	e title				Abbreviation	
Accounting and Capital Markets					12-M-REKA-182-mo	
Module coordinator				Module offered by		
		Chair of Business Manag	omont Controlling	Faculty of Managen	ont and Economics	
and Ac		-	ement, controlling			
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5	1	rical grade		• • • •		
Duratio	on	Module level	Other prerequisites	;		
1 seme	ster	graduate				
Conten	Its					
as thei text, ar ters. Ba sheet t blicity a Intende	r impac n econo ased or heories are disc ed lear	cuses on financial and n at on internal and externa- mic perspective has price the theoretical foundati s, typical issues concerni- cussed.	Il recipients under co prity over detailed leg ons of information ee ng cost and manager	nsideration of the in al arrangements and conomics as well as o ial accounting as we	stitutional setting. In regulations by the s decision-making an Il as financial accou	n this con- standard set- d balance Inting and pu-
as info nomic ge abo valuati market	rmatior impacts ut poss on stan s are co	damental knowledge abo n systems is acquired. In s of the configuration of r ible impacts of changes idards, publicity rules or ponsidered.	the following, the mo management and fina in institutional gener regulations about the	odule mainly sharper ancial accounting. W ral frameworks is cov e distribution of prof	ns the understandin hat is more, extensi ered. For example, o its in enterprises an	g of the eco- ve knowled- changes in
		, number of weekly conta	act hours, language –	- if other than Germa	n)	
V (2) +						
		sessment (type, scope, la on on whether module c			tion offered — if not	every seme-
b) term Langua	i paper	mination (approx. 60 mir (approx. 15 pages) ssessment: German and bonus				
Allocat	ion of p	olaces				
Additio	onal inf	ormation				
			-			
Worklo	ad		-			
150 h						
	ng cycl	e				
		e: summer semester				
		LPOI (examination regu	llations for teaching-	degree programmes)		
Module	e annea	urs in				
		ee (1 major) Managemen	t (2018)			
	-	ee (1 major) Internationa		018)		
muster		ee (1 major) China Busin	ess and Economics (2	2019)		
Master	-					
Master Master	's degr	ee (1 major) China Langu	- ,	019)		
Master Master Master	's degr 's degr	ee (1 major) China Langu ee (1 major) Information	Systems (2019)	-		
Master Master Master Master	's degr 's degr 's degr	ee (1 major) China Langu	Systems (2019) ess and Economics (2	-	rog data ro	page 213 / 311

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

Module	e title				Abbreviation	
Research Seminar in Empirical Methods					12-M-REM-182-m01	
Module	o coord	inator		Module offered by		
		Chair of Public Finance		Faculty of Management and Economics		
ECTS	1	od of grading	Only after succ. com	, ,		
10	1	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
in the of fic proj gemen in FORT the end as the sults w Intende (a) able (b) able	course ' ect (i.e t mode t mode tRAN. B d of the theoret ould be ed learn nishing e to rep e to sim	'Computational Economi . either a static/dynamic I). During the semester th ased on this work they w semester to the class. Th	cs". At the beginning general equilibrium n ney will develop their vill prepare a term pap ne term paper will ma merical implementati ubsequent Bachelor t nould be nplement numerically odel and interpret th	of the seminar stud nodel or a partial eq own theoretical mod per (approx. 20-25 p inly focus on the eco on of the simulation thesis.	eir programming skills acquired ents will be assigned to a speci- uilibrium life cycle or risk mana- del and implement it numerically ages) which they will present at onomic question at hand as well model. Detailed simulation re-	
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)	
S (2)						
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
Langua	ige of a ment o	; to 20 pages) and preser ssessment: German and, ffered: In the semester in bonus	/or English		1	
Allocat	ion of p	olaces				
Additio	onal inf	ormation				
Worklo	ad					
300 h						
Teachi	ng cycl	e				
		e: after announcement				
		LPOI (examination regu	lations for teaching-c	legree programmes)		
Module	e appea	irs in				
Master Master Master	's degr 's degr 's degr	ee (1 major) International ee (1 major) China Busine ee (1 major) China Langu ee (1 major) International	ess and Economics (2 age and Economy (20	019) 19)		

Module	e title				Abbreviation		
Tax-Optimized Business Organization					12-M-RFW-161-mo:	1	
Module coordinator				Module offered by			
		Thair of Business Manag	amont and Rusinoss	F	ant and Economic	~	
Taxatio	n		r			>	
ECTS		od of grading	Only after succ. con	pl. of module(s)			
5	L	rical grade					
Duratio		Module level	Other prerequisites				
1 seme		graduate					
Conten	ts						
mic mo odic mo	dels ar easures	eals with tax aspects of t e used to calculate the e s like divestments, merg nany investing in incorpo	ffective tax burden freers, or changes of the	om ongoing busines legal form. Our pers	s activities but also pective is that of a	from a-peri- n investor re-	
Intende	ed learı	ning outcomes					
(i) anal ve; (ii) calc	yze and ulate tl	ables students to I evaluate the tax effects ne tax burden from ongo he tax burden from a-pe	ing business activitie	s in Germany and ab	proad;		
	s (type	, number of weekly conta	act hours, language –	· if other than Germa	n)		
S (2)							
		e ssment (type, scope, la on on whether module c			tion offered — if no	t every seme-	
b) term Langua	paper ige of a ment o	nination (approx. 60 mir (approx. 15 pages), pres ssessment: German and ffered: To be announced bonus	entation of term pape /or English	r (approx. 20 minute	es), weighted 3:2		
Allocat	ion of p	olaces					
by lot a numbe	imong a r of pla	Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available.	e of their subjects. (2) he same procedure. () Places on all course	es of the module wi	th a restricted	
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	9					
Teachir	ng cycle	e: winter semester					
		LPOI (examination regu	llations for teaching-o	legree programmes)			
 Module	e appea	irs in					
		ee (1 major) Business Ma	anagement (2015)				
Master							
	's degre	ee (1 major) China Busin	ess and Economics (2	.016)			
Master Master	's degr	ee (1 major) China Langu	age and Economy (20				
Master Master	's degr		age and Economy (20				

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 with 1 major China Language and Economy

(2019)

Legal F	e title				Abbreviation
Legal Foundations of Risk Management and Compliance					12-M-RM1-161-m01
Modul	e coord	inator		Module offered by	<u> </u>
		aculty of Business Man	agement and Econo-		nent and Economics
mics					
ECTS	1	od of grading	Only after succ. co	mpl. of module(s)	
2		rical grade			
Duratio		Module level	Other prerequisites	5	
1 seme		graduate			
Conten	-				
terim r Outline 1. Basi 2. Prac 3. Profi 4. Valu 5. Resi 6. Anal 7. Anal 8. Risk Readin Intendo	eports, e of syll ics of fin tice of fin tability te-base dual in lysis of lysis of manag mg list to ed lear	in conjunction with sel abus: nancial reporting and ri- risk reporting; analysis according to I d management and risk come and business val equity risk; credit risk; mement monitoring by a b be provided in class. ning outcomes	lected value-based ma sk management; Penman; k management; uation;	nagement and profit	nancial reports, i. e. annual or in- tability analysis approaches.
1. to pr 2. to ar risk i	resent t nalyze a in finar	icial reports based on r	k management and fir ly complex problems w national and internatio	vith respect to the pr nal standards;	esentation of opportunities and
1. to pr 2. to ar risk 3. to id 4. to ev	resent t nalyze a in finar lentify t valuate	he relation between ris and solve independentl icial reports based on r he relation between ris independently selected	k management and fir ly complex problems w national and internatio ks and value-based m	with respect to the pr nal standards; anagement;	esentation of opportunities and g and desing own research- or
1. to pr 2. to ar risk 3. to id 4. to ev prac	resent t nalyze a in finar lentify t valuate tice-ori	he relation between ris and solve independentl icial reports based on r he relation between ris independently selected ented projects.	k management and fir ly complex problems w national and internatio ks and value-based m d research results con	vith respect to the pr nal standards; anagement; cerning risk reporting	g and desing own research- or
1. to pr 2. to ar risk 3. to id 4. to ev prac Course	resent t nalyze a in finar lentify t valuate tice-ori	he relation between ris and solve independentl icial reports based on r he relation between ris independently selected	k management and fir ly complex problems w national and internatio ks and value-based m d research results con	vith respect to the pr nal standards; anagement; cerning risk reporting	g and desing own research- or
1. to pr 2. to ar risk 3. to id 4. to ev prac Course V (2) Metho	resent t nalyze a in finar lentify t valuate tice-ori es (type d of ass	he relation between ris and solve independentl icial reports based on r he relation between ris independently selected ented projects. , number of weekly con	k management and fir ly complex problems w national and internatio ks and value-based m d research results con- ntact hours, language - language — if other th	vith respect to the pro- nal standards; anagement; cerning risk reporting – if other than German nan German, examina	g and desing own research- or an)
1. to pr 2. to ar risk 3. to id 4. to ev prac Course V (2) Metho ster, in a) writt b) term Langua	resent t nalyze a in finar lentify t valuate tice-ori es (type d of ass iformat ten exa n paper	he relation between ris and solve independentl icial reports based on r he relation between ris independently selected ented projects. , number of weekly con sessment (type, scope, ion on whether module mination (approx. 60 m (approx. 15 pages) ssessment: German an	k management and fir ly complex problems w national and internatio ks and value-based m d research results con- ntact hours, language - language — if other the can be chosen to earr ninutes) or	vith respect to the pro- nal standards; anagement; cerning risk reporting – if other than German nan German, examina	g and desing own research- or
1. to pr 2. to ar risk 3. to id 4. to ev prac Course V (2) Metho ster, in a) writt b) term Langua credita	resent t nalyze a in finar lentify t valuate tice-ori es (type d of ass format ten exa n paper age of a	he relation between ris and solve independentl icial reports based on r he relation between ris independently selected ented projects. , number of weekly con sessment (type, scope, ion on whether module mination (approx. 60 m (approx. 15 pages) ssessment: German an bonus	k management and fir ly complex problems w national and internatio ks and value-based m d research results con- ntact hours, language - language — if other the can be chosen to earr ninutes) or	vith respect to the pro- nal standards; anagement; cerning risk reporting – if other than German nan German, examina	g and desing own research- or an)
 to pr to ar risk i to id to ev prace Course V (2) Methodister, in a) writti b) term Languation credita Allocat 30 place by lot an number 	resent t nalyze a in finar lentify t valuate tice-ori es (type d of ass iformati ten exa n paper age of a able for tion of p ces. (1) among er of pla	he relation between ris and solve independentl icial reports based on r he relation between ris independently selected ented projects. , number of weekly con sessment (type, scope, ion on whether module mination (approx. 60 m (approx. 15 pages) ssessment: German an bonus blaces Should the number of a all applicants irrespect	k management and fir ly complex problems we hational and internatio ks and value-based me d research results com- nated hours, language - language — if other the can be chosen to earre ninutes) or nd/or English applications exceed the ive of their subjects. (20 the same procedure.	vith respect to the prinal standards; anagement; cerning risk reporting — if other than Germa nan German, examina na bonus) he number of availab 2) Places on all cours	g and desing own research- or an)
 to pr to ar risk i to id to ev prace Course V (2) Methorister, in a) writte b) term Languate credita Allocate 30 place by lot and the product of the produ	resent t nalyze a in finar lentify t valuate tice-ori es (type d of ass format ten exa paper age of a able for tion of p ces. (1) among er of pla by lot a	he relation between ris and solve independentl icial reports based on r he relation between ris independently selected ented projects. , number of weekly con sessment (type, scope, ion on whether module mination (approx. 60 m (approx. 15 pages) ssessment: German an bonus blaces Should the number of a all applicants irrespect ces will be allocated in	k management and fir ly complex problems we hational and internatio ks and value-based me d research results com- nated hours, language - language — if other the can be chosen to earre ninutes) or nd/or English applications exceed the ive of their subjects. (20 the same procedure.	vith respect to the prinal standards; anagement; cerning risk reporting — if other than Germa nan German, examina na bonus) he number of availab 2) Places on all cours	g and desing own research- or an) ation offered — if not every seme le places, places will be allocated
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Teaching cycle

Teaching cycle: no courses offered

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

Module appears in

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

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

Master's degree (1 major) Management (2018)

Master's degree (1 major) China Business and Economics (2019)

Master's degree (1 major) China Language and Economy (2019)

Master's degree (1 major) Information Systems (2019)

Master's degree (1 major) China Business and Economics (2021)

Master's degree (1 major) China Language and Economy (2021)

Master's degree (1 major) Economathematics (2021)

Module	e title				Abbreviation	
Financi	al Rep	orting and Risk Managen	12-M-RM2-161-m01			
AA - J. J.		•				
Module				Module offered by		
Dean o mics	f the Fa	aculty of Business Manag	ement and Econo-	Faculty of Managen	nent and Economics	
ECTS		od of grading	Only after succ. con	npl. of module(s)		
3	nume	rical grade				
Duratio	n	Module level	Other prerequisites	i		
1 seme	ster	graduate				
Conten	ts					
ding co	mpani in conj	nalyzes the presentation es, e.g. in annual and con junction with selected ap nt	nsolidated financial s	statements, interim r	eports and ad hoc a	nnounce-
Intende	ed lear	ning outcomes				
ding co	mpani in conj	nalyzes the presentation es, e.g. in annual and con junction with selected ap nt.	nsolidated financial s	statements, interim r	eports and ad hoc a	nnounce-
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	ın)	
V (2)						
ster, in a) writt b) term Langua	formati en exa paper ge of a	sessment (type, scope, la ion on whether module ca mination (approx. 60 to 9 (approx. 15 pages) ssessment: German and	an be chosen to earn oo minutes) or		tion offered — if not	every seme-
credita Allocat						
30 plac by lot a numbe	ces. (1) mong a r of pla	Should the number of ap all applicants irrespective ces will be allocated in th s they become available.	e of their subjects. (2) Places on all cours	es of the module wit	h a restricted
Additio	nal inf	ormation				
Worklo	ad		-			
90 h						
Teachi		ρ	-			
		e: no courses offered				
Referre	a to in	LPOI (examination regu	lations for teaching-	uegree programmes)		
Module						
	-	ee (1 major) Business Ma				
	-	ee (1 major) Managemen		,		
	-	ee (1 major) China Busine		•		
	-	ee (1 major) China Langu	- ,	-		
	-	ee (1 major) China Busine ee (1 major) China Langu				
	-	ee (1 major) Economathe		JZ1)		
		r China Language and Economy		enerated 19-Apr-2025 • exam	ı. reg. data re-	page 220 / 311
2019)	.,-			ECTS) China Language and Ec	-	

Module					Abbreviation
Resear	ch Sem	inar Economic Theory			12-M-RTET-182-m01
Module	e coord	inator		Module offered by	<u> </u>
Dean of the Faculty of Business Management and Econo mics				Faculty of Managen	nent and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
10	1	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
This mo	odule is	s for credit for project sen	ninars dealing with c	urrent economic the	ory.
Intende	ed lear	ning outcomes			
As a res	sult of	accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	ın)
S (2)			· · · · · · · · · · · · · · · · · · ·		
ster, in term pa Langua	formati aper (19 ge of a ment o	on on whether module ca to 20 pages) and preser ssessment: German and ffered: In the semester in	an be chosen to earn Itation (approx. 20 m Yor English	a bonus) ninutes), weighted 2:	ition offered — if not every seme
Allocat	ion of _l	olaces			
Additio	nal inf	ormation			
Worklo	ad				
300 h					
Teachi	ng cycl	e			
		e: after announcement			
		LPOI (examination regu	lations for teaching-	degree programmes)	
			5		
Module	e appea	irs in			
		ee (1 major) International	Economic Policy (20	18)	
	-	ee (1 major) China Busine		•	
		ee (1 major) China Langu			
Master	's degr	ee (1 major) International	Economic Policy (20	22)	

Module title Abbreviation						
Real-Ti	Real-Time Process Analytics 12-M-RTP-182-m01					
Module	e coordi	inator		Module offered by		
Dean of mics	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
		aches advanced approacl ocess execution based o			arn to model and measure pro-	
Intende	ed learr	ning outcomes				
• U • O • B • C	Inderst DLAP an Susines Complex	ully completing the cours and process modeling an alysis in a process wareh s Rules for BPM < Event Processing iven BPM using CEP and	d process execution nouse			
Course	s (type,	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)	t in: English			· ·	
		-	nguaga if athorth	an Carman avamina	tion offered if not even come	
		on on whether module ca			tion offered — if not every seme-	
b) term Langua	paper ge of a ment o	nination (approx. 60 min (approx. 15 pages) ssessment: German and/ ffered: In the semester in bonus	or English	offered		
Allocat	ion of p	olaces				
Additio	nal info	ormation				
Worklo	ad					
150 h						
Teachir	ng cycl	e				
Teachir	ng cycle	e: no courses offered				
Referre	d to in	LPO I (examination regu	lations for teaching-	degree programmes)		
Module	e appea	irs in				
		ee (1 major) Management	: (2018)			
Master	's degre	ee (1 major) China Busine	ess and Economics (2	2019)		
	-	ee (1 major) China Langua		019)		
	-	ee (1 major) Information S				
	-	ee (1 major) China Busine				
Master	laster's degree (1 major) China Language and Economy (2021)					

	le title				Abbreviation	
Advan	ced Sei	ninar: Entrepreneurship	o and Management		12-M-SAS-182-m01	L
Modul	e coord	linator		Module offered by		
	holder of the Chair of Entrepreneurship and Strategy			-	ment and Economics	5
ECTS				mpl. of module(s)		<u>.</u>
10	1	rical grade				
Durati	on	Module level	Other prerequisite	S		
1 seme	ester	graduate				
Conter	nts					
		elop seminar papers on he key insights from the		domain of entrepren	eurship, strategy, an	d innovation
Intend	led lear	ning outcomes				
• E • E Learnin On suc • E	Enable Enable <i>ing outc</i> ccessfu Differer Adopt t Engage Articula	students to critically rev students to develop a so students to create a res <i>comes</i> I completion of this mod stiate their research from heoretical perspectives in comprehensive acad te abstract and comple	ound theoretical fram earch paper fully mee dule students will be a n previous work to understand comple emic reasoning	ework eting academic stand able to: ex phenomena	ards	
S (2) Metho ster, in term p Langua	od of as nformat aper (a age of a	sessment (type, scope, ion on whether module pprox. 20 pages) and prossessment: German an	language — if other th can be chosen to earn resentation (15 to 30 r d/or English	— if other than Germa nan German, examina n a bonus)	an) ation offered — if not	t every seme-
S (2) Metho ster, in term p Langua Assess	od of as nformat aper (a age of a sment c	sessment (type, scope, ion on whether module pprox. 20 pages) and pl issessment: German an iffered: Once a year, wir	language — if other th can be chosen to earn resentation (15 to 30 r d/or English	— if other than Germa nan German, examina n a bonus)	an) ation offered — if not	t every seme-
S (2) Metho ster, in term p Langua Assess Allocat	od of as nformat aper (a age of a sment of tion of	sessment (type, scope, ion on whether module pprox. 20 pages) and pr issessment: German an offered: Once a year, wir places	language — if other th can be chosen to ear resentation (15 to 30 r d/or English nter semester	— if other than German nan German, examina n a bonus) minutes), weighted 2	an) ation offered — if not :1	
S (2) Metho ster, in term p Langua Assess Allocat 20 pla by lot a numbe	od of as: nformat aper (a age of a sment of tion of cces. (1) among er of pla	sessment (type, scope, ion on whether module pprox. 20 pages) and pl issessment: German an iffered: Once a year, wir	language — if other th can be chosen to earn resentation (15 to 30 r d/or English nter semester applications exceed th ve of their subjects. (2 the same procedure.	— if other than German nan German, examina n a bonus) minutes), weighted 2 ne number of availab 2) Places on all cours	an) ation offered — if not :1 le places, places wil ses of the module wit	l be allocated
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Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module					Abbreviation	
Advand	ced Sen	ninar: Corporate Finance	!		12-M-SBL-182-m01	
Module	e coord	inator		Module offered by	<u> </u>	
		Chair of Business Manag	iomont and Correspond		ant and Francis	
Finance		Litali of Busiliess Mallag	ement and Corporate	raculty of Managen	Tent and Economics	
ECTS	<u> </u>	od of grading	Only after succ. com	unl of module(s)		
10	1	rical grade				
Duratio	·	Module level	Other prerequisites			
1 seme		graduate				
		giaduate	<u> </u>			
Conten						
lyze a s their th	selected	leals with current topics d topic and to write a ser ne seminar may be large 5.	ninar thesis. Moreove	r, they are required t	to present, discuss	and defend
Intend	ed learı	ning outcomes				
		gain in-depth knowledge r knowledge in a written				are able to
Course	es (type	, number of weekly conta	act hours, language —	if other than Germa	n)	
S (2)						
Metho		essment (type, scope, la			tion offered — if not	every seme-
		on on whether module o				
		; to 20 pages) and prese ssessment: German and		inutes), weighted 2:	1	
Allocat	tion of p	olaces				
by lot a numbe	among a er of pla	Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available	e of their subjects. (2) he same procedure. (Places on all cours	es of the module wi	th a restricted
Additio	onal inf	ormation				
Worklo	ad					
300 h	_					
-	ng cycl	e				
		e: each semester				
	<u> </u>	LPOI (examination regi	lations for teaching of	legree programmoc)		
				esice programmes)		
		•				
	e appea					
	-	ee (1 major) Managemer		- 0)		
	-	ee (1 major) Internationa	•			
		ee (1 major) China Busin ee (1 major) China Langu				
	-	ee (1 major) China Busin		•		
	-	ee (1 major) China Langu				
	-	ee (1 major) Economathe		-		
	-	ee (1 major) Internationa		22)		
	-	ee (1 major) Managemer				
	's degri	ee (1 major) Economathe	matics (2022)			
Master	Jucsn		ematics (2022)			
		China Language and Economy	JMU Würzburg • ge	enerated 19-Apr-2025 • exam CTS) China Language and Ec	-	page 225 / 311



exchange program Business Management and Economics (2022)

(2019)

Module title Abbreviation								
Indust	Industrial Management 1 12-M-SBM-182-mo1							
Module	e coord	inator		Module offered by	<u> </u>			
holder	of the (Chair of Business Manage	ement and Industrial		nent and Economics			
Manag				, 3				
ECTS	1	od of grading	Only after succ. con	npl. of module(s)				
5								
Duratio		Module level	Other prerequisites					
1 seme		graduate						
Conten	-							
(purcha	asing, r	dresses central issues of naterials management, p leveloped that are releva	rocurement logistics)					
Intend	ed lear	ning outcomes						
term, c re struc based	ompeti ctured, on key	n the principles of perforr tively sensitive potential to goal-oriented analyze instruments. Students ar neir strategic importance	for success. After con and to respond to pe e able to accurately o	mpletion of the mod rformance-oriented classify the tasks of t	ule students are able issues of strategic p he procurement and	e to prepa- rocurement I to describe		
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)			
	type: r	night also be offered as e	· · · · ·	· · · · · · · · · · · · · · · · · · ·				
		sessment (type, scope, la ion on whether module ca			tion offered — if not	every seme-		
b) pres c) term d) entin e) port Langua	sentatio paper rely or p folio (a	mination (approx. 40 to 6 on (approx. 20 minutes) a (30 to 40 pages) or partly computerised writte pprox. 20 pages) ssessment: German and, bonus	nd term paper (15 to en examination (appi		1:1 OF			
Allocat	tion of p	olaces						
by lot a numbe	among a er of pla	Should the number of ap all applicants irrespective ces will be allocated in th s they become available.	e of their subjects. (2)) Places on all course	es of the module wit	h a restricted		
Additio	onal inf	ormation						
Worklo	oad							
150 h								
Teachi	ng cycl	е						
Teachi	ng cycle	e: after announcement						
Referre	ed to in	LPOI (examination regu	lations for teaching-o	legree programmes)				
Module	e appea	ars in						
	-	ee (1 major) Management ee (1 major) International		18)				
Master's w (2019)	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec		page 227 / 311		

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

Module title				Abbreviation	
Seminar: Supply	Chain Competition			12-M-SCC-161-m01	
Module coordina	tor		Module offered by		
holder of the Chair of Logistics and Quantitative Method			· · ·	nent and Economics	
	of grading	Only after succ. con	, ,		
5 numerica					
	odule level	Other prerequisites			
	aduate				
Contents		<u> </u>			
In the seminar "S	Supply Chain Competit		ipate in an online mi	ulti-round simulation	n and apply
	ations and supply cha	in management.			
Intended learnin	-				
i. selected and a ii. faced the prac	this seminar students oplied quantitative mo tical problems when u nd the challenges to re	odels for procuremen Ising real data to feed	d models,		anagement,
Courses (type, nu	umber of weekly conta	ct hours, language –	- if other than Germa	n)	
S (2)				•	
	sment (type, scope, la on whether module c			tion offered — if not	every seme-
Language of asse Assessment offe	ox. 15 to 20 pages) an essment: German and red: Once a year, wint	/or English	ox. 10 minutes), weig	ghted 2:1	
Allocation of place					
as follows: (1) Stu Quantitative Met successfully com in mandatory cou ment) or Value C	d the number of applie udents who already ha hods will be given pre pleted modules, place urses of the focus Logi hain Management or a air. (3) Among applica	ave successfully com ferential consideration es will be allocated a stik und Supply Chai another specialisation	pleted courses offere on. (2) Among applic ccording to the total n Management (Logi n the applicant has s	ed by the Chair of Lo ants with the same number of ECTS cre stics and Supply Ch elected which inclu	gistics and number of dits achieved ain Manage- des courses
Additional inform	nation				
Workload					
150 h					
Teaching cycle					
Teaching cycle: e	ach semester				
	OI (examination regu	lations for teaching-	degree programmes)		
Module appears	in				
Master's degree	(1 major) Economathe	matics (2016)			
Master's degree	(1 major) Business Ma	nagement (2015)			
-	(1 major) China Busing				
	(1 major) International				
-	(1 major) China Langu		016)		
-	(1 major) Managemen (4 major) International		4 Q)		
-	(1 major) International	•	18) enerated 19-Apr-2025 • exam	. reg. data re-	page 229 / 311
(2019)	Janguage and Leonomy		ECTS) China Language and Ec	-	P~5~ 227 / J11

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

Module title					Abbreviation	
Strateg	gic Deci	sions and Competition		12-M-SDC-182-m01		
Module	e coordi	nator		Module offered by		
holder of the Chair of Industrial Economics			nics		nent and Economics	
ECTS	Metho	od of grading	Only after succ. com	, ,		
5	numer	ical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conten	its					
1. Strat	tegic sit	uations and decision ma	king			
2. Anal	lyzing st	rategic situations with g	ame theory			
1. Nond	coopera	tive simultaneous move	games			
	n equilik					
3. Mod	els of ol	ligopoly markets				
3. Dyna	amic Ga	mes				
1. Two((-multi)	stage games and subgan	ne perfect equilibriur	n		
		mitment in dynamic situa	ations			
-		dvertising				
4. wag	e baiga	ining and unions				
4. Repe	eated Ga	ames				
		of coordination in long in	teractions			
		etween competing firms				
3. IIme	e consis	tent monetary policy				
5. Stati	ic game	s of incomplete Informat	ion			
1. Baye	esian Na	ash equilibrium				
2. Auct	ions					
6. Dyna	amic ga	mes of incomplete inforn	nation			
1. Mora	al hazar	d and nonlinear pricing				
		esian equilibrium				
	alling g					
		signalling westment and capital str	ucturo			
		ing outcomes	ucture			
		-	s, the students show	ld be familiar with e	conomic models that can be	
					ations. Especially, by making use	
					n a wide variety of strategic situa-	
					nomic mechanisms which emer-	
					ations arising in industrial eco-	
					cquire skills which enable them al models. By means of comple-	
					ns to an appropriate economic	
model.	Based	on an analysis of this mo			trategies and derive the corre-	
spondi	ponding managerial implications.					

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

V (2) + Ü (2)

Module taught in: English

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

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

b) 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)

Module appears in

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)

Modul	e title				Abbreviation			
Select	ed Topi	cs of European Integrati	on		12-M-SEI-161-m01			
Modul	e coord	inator		Module offered by	<u> </u>			
		Chair of Monetary Econo	mics and Internatio	Faculty of Managen	ent and Economic	c		
	nal Financial Markets							
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)				
5		rical grade		-				
Duration Module level Other prerequisites								
1 seme	1 semester graduate							
Conter	nts							
		rovides students with a mic policy.	more in-depth unders	tanding of specific p	roblems of macroe	conomics and		
		ning outcomes						
(i) cons (ii) crea (iii) dea	solidate ate, pre al with	nar, students can e acquired knowledge ar sent and defend a scien the working papers of ot eter for the processing o	tific paper; her participants;	additional technique	s of scientific work	:		
	-	, number of weekly cont		- if other than Germa	n)			
S (2)		, number of weekly cont						
term p Langua	aper (a age of a	ion on whether module o pprox. 15 pages) and pre ssessment: German and ffered: Once a year, sum	esentation (approx. 15 I/or English		2:1			
Allocat	tion of p	olaces						
by lot a numbe	among a er of pla	Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available	ve of their subjects. (2 the same procedure. () Places on all cours	es of the module wi	th a restricted		
Additio	onal inf	ormation						
			_					
Worklo	bad							
150 h								
Teachi	ng cycl	e						
		e: after announcement						
		LPOI (examination reg	ulations for teaching-	degree programmes)				
Modul	e appea	ars in						
		ee (1 major) Economathe	amatics (2016)					
	-	ee (1 major) Business M						
	-	ee (1 major) China Busin	•	2016)				
	-	ee (1 major) Internationa						
	-	ee (1 major) China Langı	-	-				
		ee (1 major) Managemer						
	-	ee (1 major) Internationa						
Master	r's degr	ee (1 major) China Busin	ess and Economics (a	2010)				
				.019)				
	vith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam	. reg. data re-	page 233 / 311		

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

Module	title				Abbreviation		
Advanc	Advanced Seminar: Financial Accounting and Auditing 12-M-SER-161-mo1						
		• •					
Module				Module offered by			
holder ting	of the (Chair of Business Manage	ement and Accoun-	Faculty of Managen	nent and Economics		
ECTS	ECTS Method of grading Only after succ. compl. of module(s)						
10	nume	rical grade					
Duratio	Duration Module level Other prerequisites						
1 seme	1 semester graduate						
Conten	ts						
		rovides students with mo using scientific primary			s of external accoun	ting and au-	
		ning outcomes		i dennan tanguage.			
		on of the module, partici ed the learned issues and		ditional techniques	of scientific work.		
		d defended a qualifying l			or scientific work,		
		a scientific examination			icipants;		
		to present and develop s	solution-oriented the	ir own performance a	adequately consider	ing commu-	
nicative	e aspec	cts.					
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)		
S (2) +	S (2)						
		sessment (type, scope, la			tion offered — if not	every seme-	
ster, in	formati	on on whether module c	an be chosen to earn	a bonus)			
		oprox. 20 to 25 pages) ar		ox. 20 minutes), wei	ighted 2:1		
_	-	ssessment: German and	-				
		ffered: Once a year, wint	er semester				
Allocat							
		Should the number of ap					
		all applicants irrespective ces will be allocated in tl					
		s they become available.	le same procedure. (be maintained and p		
		ormation					
Worklo							
	au						
300 h		_					
Teachi							
		e: each semester					
Referre	d to in	LPOI (examination regu	lations for teaching-	degree programmes)			
Module	e appea	ars in					
Master	's degr	ee (1 major) Economathe	matics (2016)				
	-	ee (1 major) Business Ma					
	-	ee (1 major) China Busine					
	-	ee (1 major) International		-			
	-	ee (1 major) China Langu		016)			
	-	ee (1 major) Managemen					
	-	ee (1 major) China Busine ee (1 major) China Langu		-			
		r China Language and Economy	-	enerated 19-Apr-2025 • exam	. reg. data re-	page 235 / 311	
(2019)	.,-			ECTS) China Language and Ec			

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) exchange program Business Management and Economics (2022)

Module	e title				Abbreviation	
Advanc	ed Ser	ninar: Industrial Manage	ment		12-M-SI-161-m01	
Module	e coord	inator		Module offered by		
holder Manag		Chair of Business Manage	ement and Industrial	Faculty of Managen	nent and Economics	
ECTS		od of grading	Only after succ. com	pl. of module(s)		
10		rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten		5				
		r, students will write sem and findings of these pa			l of industrial manag	gement. The
Intende	ed lear	ning outcomes				
ned by cessary with int ten con Throug	taking /, to filt troduct tribution h the le	have acquired in-depth k care of the seminar to de cer, to evaluate, tu critical cion of own scientifically k on to the topic of Industri ecture, students learn to p me frame and to defend t	eepen their knowledg ly analyze and to ask based further develop al Management, whic bresent selected cont	e for making scientif each other. On this oments, the participa ch complies with the cent of their housewo	ic work, to research basis, and, where a ants will learn to pre principles of scient ork in a suitable form	literature ne- ppropriate, pare a writ- ific work.
Course	s (type	, number of weekly conta	ct hours, language –	· if other than Germa	n)	
S (2)		· · · ·				
Method		sessment (type, scope, la ion on whether module ca			tion offered — if not	every seme-
b) term	paper	(approx. 20 to 25 pages) (approx. 15 to 20 pages) ssessment: German and	and presentation (ap			
Allocat	ion of j	places				
by lot a numbe	mong r of pla	Should the number of ap all applicants irrespective ces will be allocated in th s they become available.	e of their subjects. (2)	Places on all course	es of the module wit	h a restricted
Additio	nal inf	ormation				
Worklo	ad					
300 h						
_						
Teachi						
Teachir	ng cycl	e: each semester				
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)		
Module	e appea	ars in				
		ee (1 major) Economathe	matics (2016)			
	-	ee (1 major) Business Ma				
	-	ee (1 major) China Busine		.016)		
		ee (1 major) International				
Master	's degr	ee (1 major) China Langua	age and Economy (2c	016)		
Master	's degr	ee (1 major) Management	t (2018)			
	-	ee (1 major) International	Economic Policy (20	18)		
Master's wi (2019)	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 237 / 311

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

Module	e title				Abbreviation	
Semina	ar: Inte	rnational Economics			12-M-SIÖ-161-m01	
Module				Module offered by		
Dean o mics	f the Fa	iculty of Business Manag	ement and Econo-	Faculty of Managen	nent and Economics	i
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
10	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
de, and	t topics d Cities	in international econom ; Outsourcing, Offshoring ization and the Environm	g and Multinational F	irms; Competition of	Locations, Jurisdict	ions and Sy-
Literatu Peer-re		articles and/or monogra	iphs.			
Intende	ed lear	ning outcomes				
learn a	nd app and re	rrent cutting-edge resear ly research methods. The search both in written an peers.	e seminar style of the	course teaches ther	n to present their ov	vn seminar
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	ın)	
S (2)						
ster, in	formati	essment (type, scope, la on on whether module c	an be chosen to earn	a bonus)		-
Langua	ige of a	oprox. 20 pages) and pre ssessment: German and		o minutes) with posi	tion paper (1 page),	weighted 3:1
Allocat	ion of p	olaces				
by lot a numbe	mong a r of pla	Should the number of ap all applicants irrespective ces will be allocated in the they become available.	e of their subjects. (2) Places on all cours	es of the module wi	th a restricted
Additio	onal inf	ormation				
Worklo	ad					
300 h						
Teachi	ng cycl	e				
		e: each semester				
		LPOI (examination regu	lations for teaching	degree programmoc)		
Referre						
Madul		re in				
Module			motion (()			
	-	ee (1 major) Economathe ee (1 major) Business Ma				
	-	ee (1 major) China Busine	•	2016)		
	-	ee (1 major) International				
	-	ee (1 major) China Langu	•	-		
	-	ee (1 major) Managemen				
	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam	-	page 239 / 311
(2019)			cord Master (120	ECTS) China Language and Ec	onomy - 2019	

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

Module title				Abbreviation	
Advanced S	eminar: Industrial Organ	ization		12-M-SIO-161-m01	
Module coo			Module offered by		
	e Chair of Industrial Econ			nent and Economics	
	hod of grading	Only after succ. cor	npl. of module(s)		
10 num	ierical grade				
Duration	Module level	Other prerequisites	i		
1 semester	graduate				
Contents					
their adviso	covers selected advance r, will choose a topic and paper on this research qu audience.	formulate a research of	question. Then they a	are expected to conc	luct research
Intended lea	arning outcomes				
 perform a critically a describe t suggest fu present th 	eting the course "Semina survey of the scientific li assess the economic mod the economic mechanism uture research directions heir findings to an audien	terature on a given top dels and their findings ns underlying importan ; ice.	vic; in the literature; t economic observat	ions;	
	oe, number of weekly con	tact hours, language –	– if other than Germa	ın)	
S (2)					
ster, informa	ssessment (type, scope, ation on whether module	can be chosen to earn	a bonus)		every seme-
	approx. 20 pages) and p assessment: German an		o minutes), weighted	1 2:1	
Allocation o	f places				
by lot amon number of p	 Should the number of a g all applicants irrespect laces will be allocated in as they become availabl 	ive of their subjects. (2 the same procedure. () Places on all cours	es of the module wit	h a restricted
Additional i	nformation				
Workload					
300 h	do				
Teaching cy					
	cle: each semester		•		
Referred to	in LPO I (examination reg	gulations for teaching-	degree programmes)		
Module app	ears in				
	gree (1 major) Economath	nematics (2016)			
	gree (1 major) Business N				
	gree (1 major) China Busi		2016)		
Master's de	gree (1 major) Internation	al Economic Policy (20	015)		
Master's de	gree (1 major) China Lang	guage and Economy (20	016)		
	gree (1 major) Manageme				
	gree (1 major) Internation	•			
Mactor's da	aroo (a major) China Buci				
	ajor China Language and Economy	ness and Economics (a	2019) enerated 19-Apr-2025 • exam		page 241 / 311

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

Modul	e title				Abbreviation	
Strate	gic Mar	keting			12-M-SM-161-m01	
Module	e coord	inator		Module offered by		
		Chair of Business Admi	nistration and Marke-		nent and Economics	
ting	ortife			i acuity of Managen		
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	;		
1 seme	ster	graduate				
Conten	Its					
Descrip The mo ve and Conten Based discuss focus of Outline 1. Com 2. Marl 3. Obje 4. Com 5. Grow 6. Futu 7. Natu Readin Barnar Escher bis Ulri Freema Grant, terneh Hinterf Verlag, Hungel Gabler	otion: odule ra dynam it: on the ses the of the m e of syll petitive keting s ectives petitive vth stra re tech ire and g: d, CI (1 nbach, 5th an, RE (R. M.; I menssi nuber, I , Berlin nberg, , Wiest n, G.; S	e dynamics requires stra strategies, stakeholder and tasks of corporate e forces, strategies and tegies and marketing n nologies, new business principles of responsib 938): The Functions of f R.; Eschenbach, S.; Kur ed., Schäffer-Poesche 2010): Strategic Manag Nippa, M. (2006): Strate rategien, 5th ed., Pears H. (2012): Strategisches	ss. swell as the stakehold strategy in marketing competitive advantage ategy and leadership management and entre governance in manage benefits according to hyths ses and dynamic capate ole management the Executive, Harvard hesch, H. (2008): Strate Stuttgart. rement: A Stakeholder egisches Management son Munich. he Unternehmensführu s Management in Unte	er and entrepreneurs based on Drucker, Po es, which is directly r epreneurship ment practice Michael Porter bilities University Press, Car egische Konzepte: M Approach, Cambridg Analyse, Entwicklur ng I. Strategisches rnehmen: Ziele Pro	ship approaches, thi porter, Ansoff and Min related to responsib nbridge, Massachus anagement-Ansätze e University Press. Ig und Implementier Denken, 8th ed., Er zesse Verfahren, ;	is module ntzberg. The le leadership. setts. von Ansoff rung von Un- ich Schmidt 7th ed.,
Laasch ty, and Meffert rung, 1	, O.; Co Ethics t, H.; Bo 1th ed.	ger, R.; Bickhoff, N. (20 onaway RN (2014): The , Cengage Stamford. urmannn, C.; Kirchgeorg , Gabler, Wiesbaden.	Principles of Responsil g, M. (2012): Marketing	ble Management: Glo g Grundlagen markt	bbal Sustainability, l torientierter Unterne	Responsibili- hmensfüh-
nehmu Müller- führen, Porter, Porter,	ng, Ga Stewer , 4th ec M. (19 M. (20	95): Ökonomische Orga bler, Wiesbaden. 1s, G.; Lechner, C. (201 I., Schäffer-Poeschel St 99): Wettbewerb und S 14): Wettbewerbsvortei k. (Original: Porter, M.:	ı): Strategisches Mana uttgart. trategie, Econ Munich. le Spitzenleistungen	gement Wie strates (Original: Porter, M.: erreichen und behau	gische Initiativen zu On Competition, Bo	m Wandel oston, 1998.)
Master's w (2019)	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 243 / 311

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

Intended learning outcomes

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

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

V (2) + Ü (2)

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

written examination (approx. 60 minutes)

Language of assessment: German and/or English

Allocation of places

--

Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

Module appears in

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

Module				Abbreviation
Strateg	ric Management of Global Sur	oply Chains		12-M-SMGS-182-m01
Module	e coordinator		Module offered by	
	of the Chair of Logistics and Q	uantitative Methods	· · ·	nent and Economics
ECTS	Method of grading	Only after succ. cor	, , ,	
5	numerical grade			
			-	
Duratio	· · · · · · · · · · · · · · · · · · ·	Other prerequisites		
1 seme]		
Conten				
	ourse "Strategic Management les of building an efficient glo			come familiar with the basic nave learned working on multipl
Intende	ed learning outcomes			
(i) can a results,		concepts of supply cha		ractical settings and evaluate th
	s (type, number of weekly con			
V (2) +				,
• •	e taught in: English			
		language — if other th	an German, examina	tion offered — if not every seme
	formation on whether module			and an analog and a start of the start of th
written	examination (approx. 60 min	utes)		
	ge of assessment: German an			
credita	ble for bonus			
Allocat	ion of places			
Additio	onal information			
Worklo	ad			
150 h				
-	ng cycle			
	ng cycle: no courses offered			
Referre	d to in LPO I (examination reg	gulations for teaching-	degree programmes)	
Module	e appears in			
Master	's degree (1 major) Manageme	ent (2018)		
Master	's degree (1 major) Internation	al Economic Policy (20	018)	
	's degree (1 major) China Busi			
	's degree (1 major) China Lang		019)	
	's degree (1 major) Information			
	's degree (1 major) China Busi			
	's degree (1 major) China Lang		021)	
	's degree (1 major) Economath			
	's degree (1 major) Information	-		
waster	's degree (1 major) Internation	ai Economic Policy (20)22)	
Master's wi	ith 1 major China Language and Economy	JMU Würzburg • g	generated 19-Apr-2025 • exam	n. reg. data re- page 245 / 31
(2019)		cord Master (120	ECTS) China Language and Ec	conomy - 2019



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

Module tit				Abbreviation
Advanced	Seminar: Econometrics			12-M-SOE-182-m01
Module co	oordinator		Module offered by	
holder of t	the Chair of Econometrics		Faculty of Managem	nent and Economics
ECTS M	lethod of grading	Only after succ. com		
	umerical grade		•	
Duration	Module level	Other prerequisites		
1 semeste	er graduate			
Contents	· · ·			
This modu	ule will take the form of a sem	inar and will cover a	dvanced topics in ec	onometrics. Students will be re-
quired to i	independently familiarise the	mselves with the res	pective topics and to	present the results of their work
	seminar paper and orally duri	ng a seminar sessior	۱.	
	learning outcomes			
	are able to analyze independent nt the results orally and in wr			vance for a given theme. They
	type, number of weekly conta			
S (2)		, , , , , , , , , , , , , , , , , , , ,		·
Method of	f assessment (type, scope, la mation on whether module ca			tion offered — if not every seme-
	er (approx. 15 pages) and pres			2:1
	of assessment: German and/			
Allocation	n of places			
				e places, places will be allocated
				es of the module with a restricted
	ot as they become available.	ie same procedure. (3) A waiting list will t	pe maintained and places re-allo-
	l information			
Workload				
300 h				
Teaching	cycle			
Teaching	cycle: each semester			
Referred t	to in LPO I (examination regu	lations for teaching-c	legree programmes)	
Module ap	ppears in			
Master's c	degree (1 major) Management	: (2018)		
Master's c	degree (1 major) International	Economic Policy (20	18)	
	degree (1 major) China Busine		-	
	degree (1 major) China Langua		•	
	degree (1 major) China Busine			
Master's c	degree (1 major) China Langua	age and Economy (20	021)	
	degree (1 major) Economather			
	degree (1 major) International		22)	
	degree (1 major) Management			
	degree (1 major) Economather		、	
exchange	program Business Managem	ent and Economics (2	2022)	

Econom	e title				Abbreviation
LCOHOII	nics of	Tax Planning			12-M-SP-161-m01
AA = d = d =		•		Madula affanad bar	
Module				Module offered by	
holder of Taxatio		Chair of Business Manag	ement and Business	Faculty of Managem	nent and Economics
ECTS			Only offer succ. con	 anl_of_modulo(c)	
5		od of grading rical grade	Only after succ. con	npt. of module(s)	
Duratio		Module level	Other prerequisites		
1 semes		graduate			
Conten		Sidduite			
					- intermeter distance to a development
dels for ees. The	r invest erefore		ng decisions, firm valu prate and personal inc	uation, dividend poli	e integrated into standard mo- cy and remuneration of employ- ed.
		ning outcomes	- ·		
(i) comb nance; (ii) anal luation	bine th lyze the of inve	e effect of taxes on funda estment, financial assets	amental economic de , forms of remunerati	cisions, e.g. investm on for employees inc	s of corporate and personal fi- ent and financing decisions, eva cluding managing and assessing
		discuss research and pol			```
		, number of weekly conta	act hours, language –	- if other than Germa	n)
V (2) + l					
				· ·	
ster, inf	formati	ion on whether module c	an be chosen to earn		tion offered — if not every seme-
ster, inf a) writte b) term c) oral e	formati en exa paper examin ge of a	ion on whether module c mination (approx. 60 mir (approx. 15 pages) or ation of one candidate e ssessment: German and	an be chosen to earn nutes) or ach (approx. 20 minu	a bonus)	tion offered — if not every seme-
a) writte b) term c) oral e Langua	formati en exal paper examin ge of a ble for	on on whether module c mination (approx. 60 mir (approx. 15 pages) or ation of one candidate e ssessment: German and bonus	an be chosen to earn nutes) or ach (approx. 20 minu	a bonus)	tion offered — if not every seme-
ster, inf a) writte b) term c) oral e Langua credital	formati en exal paper examin ge of a ble for	on on whether module c mination (approx. 60 mir (approx. 15 pages) or ation of one candidate e ssessment: German and bonus	an be chosen to earn nutes) or ach (approx. 20 minu	a bonus)	tion offered — if not every seme-
ster, inf a) writte b) term c) oral e Langua credital Allocati	formati en exal paper examin ge of a ble for ion of J	on on whether module c mination (approx. 60 mir (approx. 15 pages) or ation of one candidate e ssessment: German and bonus	an be chosen to earn nutes) or ach (approx. 20 minu	a bonus)	tion offered — if not every seme-
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ster, inf a) writte b) term c) oral e Langua credital Allocati Additio	formati en exa paper examin ge of a ble for ion of p nal inf	ion on whether module c mination (approx. 60 mir (approx. 15 pages) or ation of one candidate e ssessment: German and bonus blaces	an be chosen to earn nutes) or ach (approx. 20 minu	a bonus)	tion offered — if not every seme-
ster, inf a) writte b) term c) oral e Langua credital Allocati Additio Workloo 150 h	formati en exac paper examin ge of a ble for ion of J nal inf ad	ion on whether module c mination (approx. 60 mir (approx. 15 pages) or lation of one candidate e ssessment: German and bonus blaces	an be chosen to earn nutes) or ach (approx. 20 minu	a bonus)	tion offered — if not every seme-
ster, inf a) writte b) term c) oral e Langua credital Allocati Additio Worklos 150 h Teachir	formati en exat paper examin ge of a ble for ion of p nal inf ad	ion on whether module c mination (approx. 60 mir (approx. 15 pages) or ation of one candidate e ssessment: German and bonus blaces ormation	an be chosen to earn nutes) or ach (approx. 20 minu	a bonus)	tion offered — if not every seme-
ster, inf a) writte b) term c) oral e Langua credital Allocati Additio Workloo 150 h Teachir Teachir	formati en exam paper examin ge of a ble for ion of j nal inf ad	ion on whether module c mination (approx. 60 mir (approx. 15 pages) or ation of one candidate e ssessment: German and bonus blaces ormation e e: winter semester	an be chosen to earn nutes) or ach (approx. 20 minu /or English	a bonus) Ites)	
ster, inf a) writte b) term c) oral e Langua credital Allocati Additio Workloo 150 h Teachir Teachir	formati en exam paper examin ge of a ble for ion of j nal inf ad	ion on whether module c mination (approx. 60 mir (approx. 15 pages) or ation of one candidate e ssessment: German and bonus blaces ormation	an be chosen to earn nutes) or ach (approx. 20 minu /or English	a bonus) Ites)	
ster, inf a) writte b) term c) oral e Langua credital Allocati Additio Workloa 150 h Teachir Teachir Referre 	formati en exar paper examin ge of a ble for ion of j nal inf ad ng cycl ng cycl d to in	ion on whether module c mination (approx. 60 mir (approx. 15 pages) or ation of one candidate e ssessment: German and bonus blaces ormation e e e: winter semester LPO I (examination regu	an be chosen to earn nutes) or ach (approx. 20 minu /or English	a bonus) Ites)	
ster, inf a) writte b) term c) oral e Langua credital Allocati Morklo Teachin Teachin Referre Module	formati en exat paper examin ge of a ble for ion of p nal inf ad ng cycl d to in	ion on whether module c mination (approx. 60 mir (approx. 15 pages) or lation of one candidate e ssessment: German and bonus blaces ormation e e: winter semester LPOI (examination regu	an be chosen to earn nutes) or ach (approx. 20 minu /or English	a bonus) Ites)	
ster, inf a) writte b) term c) oral e Langua credital Allocati Morkloa 150 h Teachir Teachir Referre Module Master	formati en exat paper examin ge of a ble for ion of j nal inf ad ng cycl d to in e appea	ion on whether module c mination (approx. 60 mir (approx. 15 pages) or lation of one candidate e ssessment: German and bonus blaces ormation e e: winter semester LPO I (examination regu ars in ee (1 major) Economathe	an be chosen to earn nutes) or ach (approx. 20 minu /or English lations for teaching-o matics (2016)	a bonus) utes) degree programmes)	
ster, inf a) writte b) term c) oral e Langua credital Allocati Additio Teachir Teachir Referre Module Master' Master	formati en exampaper examin ge of a ble for ion of p ion	ion on whether module c mination (approx. 60 mir (approx. 15 pages) or lation of one candidate e ssessment: German and bonus blaces ormation e e: winter semester LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Inf	an be chosen to earn nutes) or ach (approx. 20 minu /or English 	a bonus) utes) degree programmes)	
ster, inf a) writte b) term c) oral e Langua credital Allocati Additio Worklos 150 h Teachir Teachir Referre Master' Master' Master'	formati en exal paper examin ge of a ble for ion of j inal inf ad ad ag cycl d to in s degr s degr s degr	ion on whether module c mination (approx. 60 mir (approx. 15 pages) or ation of one candidate e ssessment: German and bonus places ormation e e e: winter semester LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Inf ee (1 major) Business Ma	an be chosen to earn nutes) or ach (approx. 20 minu /or English 	a bonus) utes) degree programmes) po16)	
ster, inf a) writte b) term c) oral e Langua credital Allocati Additio Workloz 150 h Teachin Teachin Referre Master' Master' Master'	formati en exat paper examin ge of a ble for ion of p nal inf ad ng cycl d to in e appea 's degr 's degr 's degr	ion on whether module c mination (approx. 60 mir (approx. 15 pages) or lation of one candidate e ssessment: German and bonus blaces ormation e e: winter semester LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Inf ee (1 major) Business Ma ee (1 major) China Busine	an be chosen to earn nutes) or ach (approx. 20 minu /or English llations for teaching-o matics (2016) ormation Systems (20 nagement (2015) ess and Economics (20	a bonus) utes) degree programmes) p16) 2016)	
ster, inf a) writte b) term c) oral e Langua credital Allocati Additio Workloa 150 h Teachir Teachir Referre Master' Master' Master' Master'	formati en exat paper examin ge of a ble for ion of j nal inf ad ng cycl d to in s degr s degr s degr s degr s degr	e e e e e e e e e e e e e e e e e e e	an be chosen to earn nutes) or ach (approx. 20 minu /or English ilations for teaching-o matics (2016) ormation Systems (20 nagement (2015) ess and Economics (20 l Economic Policy (20)	a bonus) utes) degree programmes) 016) 2016)	
ster, inf a) writte b) term c) oral e Langua credital Allocati Additio Morkloa 150 h Teachir Teachir Referre Master' Master' Master' Master' Master'	formati en exact paper examin ge of a ble for ion of p ion of p io	ion on whether module c mination (approx. 60 mir (approx. 15 pages) or lation of one candidate e ssessment: German and bonus blaces ormation e e: winter semester LPO I (examination regu ars in ee (1 major) Economathe ee (1 major) Business Inf ee (1 major) Business Ma ee (1 major) China Busine	an be chosen to earn nutes) or ach (approx. 20 minu /or English 	a bonus) utes) degree programmes) 016) 2016)	

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

Module title				Abbreviation
Industrial Ma	nagement 3			12-M-SPM-182-m01
Module coord	inator		Module offered by	
holder of the G Management	Chair of Business Manage	ement and Industrial	Faculty of Managen	nent and Economics
ECTS Metho	od of grading	Only after succ. com	npl. of module(s)	
5 nume	rical grade			
Duration	Module level	Other prerequisites		
1 semester	graduate			
Contents				
ning and cont Students will cal models wi	rol concepts. become familiar with the ll be used for analysing b alue structure optimisati	essentials of strateg oth economic and ec	ic production manag ological issues. In a	gement and, in particular, plan- gement. Theoretical and analyti- ddition, the module will discuss ing the development of integra-
Intended lear	ning outcomes			
strategy struct the main strat	tured and goal-oriented i	n a global context usi s in production mana	ing appropriate meth gement and evaluate	swer questions of operations nods. Furthermore, they know e and apply planning and control
Courses (type	, number of weekly conta	ct hours, language —	- if other than Germa	n)
V (2) + Ü (2) Course type: r	night also be offered as e	Learning, seminary,	workshop, etc.	
	sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
 b) presentation c) term paper d) entirely or period e) portfolio (a) 	mination (approx. 40 to 6 in (approx. 20 minutes) a (30 to 40 pages) or partly computerised writte pprox. 20 pages) ssessment: German and, bonus	nd term paper (15 to en examination (appr		1:1 or
Allocation of				
20 places. (1) by lot among a number of pla	Should the number of ap all applicants irrespective	e of their subjects. (2)) Places on all course	e places, places will be allocated es of the module with a restricted be maintained and places re-allo-
Additional inf	ormation			
Workload				
150 h				
Teaching cycl	e			
	e: after announcement			
	LPOI (examination regu	lations for teaching-o	legree programmes)	
Module appea	ars in			
	ee (1 major) Managemen	t (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)

Advand	e title			-	Abbreviation	
	ced Ser	ninar: Topics in Personn	el Economics and Orទ្	ganizational Theory	12-M-SPO-182-mo1	L
Modul	e coord	inator		Module offered by	<u> </u>	
holder	of the	Chair for Human Resourc	e Management and	Faculty of Managen	nent and Economics	;
Organi			e management and			
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
10	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conter	nts	•				
Studer	nts will	write a seminar paper or	n, deliver a talk on and	d discuss current iss	ues in the field of hu	uman re-
		gement and organisatio				
Intend	ed lear	ning outcomes				
The stu	udents	learn to handle, write in	own words, present, a	and discuss current r	research literature ir	n the area hu-
		management and organ				
Course	es (type	, number of weekly conta	act hours, language –	- if other than Germa	ın)	
S (2)		· · ·			•	
	e taugh	t in: English				
Metho	d of as	sessment (type, scope, la	anguage — if other th	an German, examina	tion offered — if not	t every seme-
		ion on whether module o				,
term p	aper (a	pprox. 20 pages) and pre	esentation with sub-p	resentation including	g discussion (appro	x. 50 minu-
tes) w	eighteo	1 1 1				
	-					
	-	ssessment: German and	l/or English			
Langua Allocat	age of a tion of	issessment: German and places		e number of availabl	e places, places wil	l he allocated
Langua Allocat 20 plac by lot a numbe	age of a tion of ces. (1) among er of pla	ssessment: German and	pplications exceed th re of their subjects. (2 he same procedure. () Places on all cours	es of the module wi	th a restricted
Langua Allocat 20 plac by lot a numbe cated b	age of a tion of ces. (1) among er of pla by lot a	issessment: German and places Should the number of a all applicants irrespectiv ices will be allocated in t	pplications exceed th re of their subjects. (2 he same procedure. () Places on all cours	es of the module wi	th a restricted
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Langua Allocat 20 plac by lot a numbe cated h Additio Worklo 300 h Teachi Teachi Teachi Referre Modulo Master Master Master	age of a tion of a ces. (1) among er of pla by lot a by lot a bnal inf bad ng cycl ed to in e appea c's degr c's degr c's degr	ssessment: German and places Should the number of a all applicants irrespectiv ices will be allocated in t is they become available. formation e e e: each semester LPO I (examination regu ars in ee (1 major) Managemer ee (1 major) China Busin ee (1 major) China Langu	pplications exceed th re of their subjects. (2 the same procedure. () Places on all course (3) A waiting list will b degree programmes) (18) (2019) (2019)	es of the module with be maintained and p	th a restricted
Langua Allocat 20 plac by lot a numbe cated h Additio Worklo 300 h Teachi Teachi Referre Master Master Master Master Master	age of a tion of ces. (1) among er of pla by lot a by lot a onal inf bad ng cycl ed to in e appea r's degr r's degr r's degr	ssessment: German and places Should the number of a all applicants irrespectiv ices will be allocated in t is they become available. formation e e each semester LPO I (examination regu ars in ee (1 major) Managemer ee (1 major) Internationa ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Busin	pplications exceed th re of their subjects. (2 the same procedure. () Places on all course (3) A waiting list will l (3) A waiting list will l (4) A waiting list will l (4) A waiting list will l (5) A waiting list will	es of the module with be maintained and p	th a restricted
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exchange program Business Management and Economics (2022)

Module	e title				Abbreviation	
Advanced Seminar: Selected Problems in Analytical Tax Re			search	12-M-SSL-161-m01		
Module coordinator				Module offered by		
		hair of Business Manage	ement and Business	-	nent and Economics	
Taxatio		inall of Dusiness manage		rucuity of managen		
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
10	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
arch pa Althou	pers in gh the s	r, current problems of tax German and/or English seminar will be held in Ge t prefers this to German.	language.			
Intende	ed learn	ning outcomes				
After th	e semi	nar, students are able				
• te	o analy	ze a complex issue in tax		methods,		
		fy problems and to sugg				
		late and to defend their	,		`	
	s (type,	number of weekly conta	<u>ct nours, language –</u>	- If other than Germa	n)	
S (2)						
		essment (type, scope, la on on whether module ca			tion offered — if not	every seme-
		oprox. 20 to 25 pages) an ssessment: German and,		ox. 20 minutes), wei	ghted 2:1	
Allocat	ion of p	olaces				
by lot a numbe	mong a r of pla	Should the number of ap all applicants irrespective ces will be allocated in the they become available.	e of their subjects. (2)	Places on all course	es of the module wit	h a restricted
Additio	nal info	ormation				
Worklo	ad					
300 h						
Teachi	ng cycl	9				
		e: each semester				
		LPOI (examination regu	lations for teaching-o	legree programmes)		
			3	<u> </u>		
Module	annea	rs in				
		ee (1 major) Economathe	matics (2016)			
	-	ee (1 major) Business Ma				
	-	ee (1 major) China Busine		.016)		
	-	ee (1 major) International	-			
	-	ee (1 major) China Langu	- ,	916)		
	-	ee (1 major) Management				
	-	ee (1 major) China Busine		-		
Master	's degre	ee (1 major) China Langu	age and Economy (20	919)		
	41	China Language and Economy	INALL VA/Combusing a se	paratad to Apr 2025 . avam		
Aaster's wi	th 1 major	China Language and Economy		enerated 19-Apr-2025 • exam	. reg. data re-	page 254 / 311

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

Module title					Abbreviation	
Tax Accounting				12-M-STB-161-m01		
Module coordinator Module offered by						
		hair of Business Manage	ement and Business	· · · · ·	hent and Economics	
Taxatio		man of Dusilless Malldge	ement and Dusiness			
ECTS		d of grading	Only after succ. con	nl of module(s)		
5		ical grade				
Duratio	<u> </u>		Other prevenuisites			
		Module level	Other prerequisites			
1 seme		graduate	<u> </u>			
Conten	ts					
steuerg	<i>iesetz</i> , E	troduces the various me EStG). It discusses the m s of income calculation f	ain reporting and val			
Intende	ed learn	ing outcomes				
		in-depth knowledge of t	ax accounting of con	nanies and are able	to solve moderate t	to complex
		x accounting in particula				
		number of weekly conta				
V (2) +		number of weekly collia	ier nours, language			
		. /.				
		essment (type, scope, la on on whether module ca			tion offered — if not	every seme-
a) writt	en exan	nination (approx. 60 min	utes) or			
		(approx. 15 pages) or				
		ation of one candidate e	ach (approx. 20 minu	ites)		
Langua	ge of as	ssessment: German and,	/or English			
credita	ble for b	oonus				
Allocat	ion of p	laces				
Additio	nal info	ormation				
Worklo						
	au					
150 h						
Teachir	ng cycle					
Teachir	ng cycle	: summer semester				
Referre	d to in l	LPOI (examination regu	lations for teaching-	degree programmes)		
Module	appea	rs in				
Master'	's degre	e (1 major) Economathe	matics (2016)			
		e (1 major) Business Info		016)		
	-	e (1 major) Business Ma				
	-	e (1 major) China Busine		2016)		
Master'	's degre	e (1 major) International	Economic Policy (20	15)		
Master'	's degre	e (1 major) China Langu	age and Economy (20	016)		
Master'	's degre	e (1 major) Management	t (2018)			
Master'	's degre	e (1 major) China Busine	ess and Economics (2	2019)		
Master'	's degre	e (1 major) China Langu	age and Economy (20	019)		
Master'	's degre	e (1 major) Information S	Systems (2019)			
	-	e (1 major) China Busine		2021)		
Aaster's wi	th 1 maior	China Language and Economy	IMU Würzhurg • g	enerated 19-Apr-2025 • exam	. reg. data re-	page 256 / 311
2019)		Language and Leonomy		ECTS) China Language and Ec	-	Page 2 Jo / Jii

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

Module title			Abbreviation			
Advanced Seminar: Monetary policy 12-M-SV1-161-m01						
Module coordinator Module offered by						
holder of the Chair of Monetary Economics and Internatio- nal Financial Markets						
	od of grading	Only after succ. con	npl. of module(s)			
	rical grade					
Duration 1 semester	Module level graduate	Other prerequisites				
Contents	graduale					
	re in-depth understandi	ng of specific problem	s of macroeconomic	s and, in particular,	monetary po-	
Format of the	module: seminar					
Prerequisites: similar fields.	Basic knowledge of ma	croeconomics as taug	ht in Bachelor progra	ams in Economics, E	lusiness or	
Usability: Mas	ster International Econo	mic Policy				
Requirements minar	s for getting credit points	s according to the Eurc	opean Credit Transfer	System (ECTS): Pas	sing the se-	
ECTS and grad	ding: 10 ECTS, Grading c	on a scale from 1-5 bas	ed on a seminar pres	sentation and a sem	inar paper	
Frequency of	the module: Each term					
Workload: 30	o hours					
Duration: 1 Se	emester					
Intended lear	ning outcomes					
	able to independently ir lition, they are able to p					
	, number of weekly con		· · · · · ·		standardst	
S (2)	,			,		
Method of as	sessment (type, scope, ion on whether module			tion offered — if not	every seme-	
	pprox. 20 to 25 pages) a assessment: German an		rox. 20 minutes), wei	ghted 2:1		
Allocation of places 10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo- cated by lot as they become available.						
Additional information						
Workload						
300 h						
Teaching cycl	e					
Teaching cycl	Teaching cycle: after announcement					
Master's with a main	or China Language and Economy	MII Würzburg 🌢 g	enerated 19-Apr-2025 • exam	reg data re-	page 258 / 311	
(2019)			ECTS) China Language and Ec	-	pase 250 / 311	

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

Module appears in

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

woante	e title			Abbreviation
Advanc	ced Seminar: Public Finance			12-M-SV5-161-m01
Module coordinator			Module offered by	
	of the Chair of Public Finance			nent and Economics
ECTS	Method of grading	Only after succ. co	mpl. of module(s)	
10	numerical grade			
Duratio		Other prerequisites	5	
1 seme	ster graduate			
Conten	ts			
	g a more in-depth understanc onomic journal articles in Ger			res on public finance using scien
Intende	ed learning outcomes			
(i) cons (ii) crea (iii) dea (iv) pre	ne seminar, students can solidate acquired knowledge ate, present and defend a scio al with the working papers of pare beter for the processing	entific paper; other participants; of the master's thesis.		
Course	s (type, number of weekly co	ntact hours, language -	– if other than Germa	in)
S (2)				
	d of assessment (type, scope formation on whether module			ition offered — if not every seme
	aper (approx. 20 to 25 pages) age of assessment: German a		rox. 20 minutes), we	ighted 2:1
-	ment offered: Once a year, su	-		
Assess	-	-		
Assess Allocat 20 plac by lot a numbe cated b	iment offered: Once a year, su ion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated in by lot as they become availab	applications exceed th tive of their subjects. (2 n the same procedure.	2) Places on all cours	e places, places will be allocate es of the module with a restricte be maintained and places re-all
Assess Allocat 20 plac by lot a numbe cated b	iment offered: Once a year, su ion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated in	applications exceed th tive of their subjects. (2 n the same procedure.	2) Places on all cours	es of the module with a restricte
Assess Allocat 20 plac by lot a numbe cated b Additio	iment offered: Once a year, su ion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated in by lot as they become availab onal information	applications exceed th tive of their subjects. (2 n the same procedure.	2) Places on all cours	es of the module with a restricte
Assess Allocat 20 plac by lot a numbe cated b Additio Worklo	iment offered: Once a year, su ion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated in by lot as they become availab onal information	applications exceed th tive of their subjects. (2 n the same procedure.	2) Places on all cours	es of the module with a restricte
Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h	iment offered: Once a year, su ion of places ces. (1) Should the number of among all applicants irrespec or of places will be allocated in by lot as they become availab onal information	applications exceed th tive of their subjects. (2 n the same procedure.	2) Places on all cours	es of the module with a restricte
Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir	ion of places ces. (1) Should the number of among all applicants irrespec or of places will be allocated in by lot as they become availab onal information	applications exceed th tive of their subjects. (2 n the same procedure.	2) Places on all cours	es of the module with a restricte
Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir	iment offered: Once a year, su ion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated in by lot as they become availab onal information onal information onad	ammer semester applications exceed th tive of their subjects. (2 n the same procedure. le.	2) Places on all cours (3) A waiting list will	es of the module with a restricte be maintained and places re-all
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Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Referre	iment offered: Once a year, su ion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated in by lot as they become availab onal information oad ng cycle ng cycle: each semester ed to in LPO I (examination re	ammer semester applications exceed th tive of their subjects. (2 n the same procedure. le.	2) Places on all cours (3) A waiting list will	es of the module with a restricte be maintained and places re-all
Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Referre Module	ion of places ces. (1) Should the number of among all applicants irrespec or of places will be allocated in by lot as they become availab onal information oad ang cycle ed to in LPO I (examination re e appears in	ammer semester applications exceed th tive of their subjects. (2 n the same procedure. le.	2) Places on all cours (3) A waiting list will	es of the module with a restricte be maintained and places re-all
Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Referre Module	iment offered: Once a year, su ion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated in by lot as they become availab onal information onal information onad ng cycle ed to in LPO I (examination re e appears in "s degree (1 major) Economat	ammer semester applications exceed the tive of their subjects. (2 n the same procedure. le. egulations for teaching- begulations for teaching-	2) Places on all cours (3) A waiting list will	es of the module with a restricte be maintained and places re-all
Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Referre Module Master' Master	iment offered: Once a year, su ion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated in by lot as they become availab onal information oad ng cycle ng cycle: each semester ed to in LPO I (examination re e appears in d's degree (1 major) Economat d's degree (1 major) Business	ammer semester applications exceed the tive of their subjects. (2 in the same procedure. le. egulations for teaching- hematics (2016) Management (2015)	2) Places on all course (3) A waiting list will degree programmes)	es of the module with a restricte be maintained and places re-all
Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Teachir Referre Master' Master' Master'	iment offered: Once a year, su ion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated in by lot as they become availab onal information oad ng cycle ng cycle: each semester ed to in LPO I (examination re e appears in d's degree (1 major) Economat d's degree (1 major) Business d's degree (1 major) China Bus	ammer semester applications exceed the tive of their subjects. (2 in the same procedure. le. egulations for teaching- hematics (2016) Management (2015) iness and Economics (2) Places on all course (3) A waiting list will (4) A waiting list (3) A waiting list (4) A waiting list (5) A waiting list (3) A waiting list (4) A waiting list (4) A waiting list (5) A waiting list (6) A waiting list (7) A waiting list	es of the module with a restricte be maintained and places re-all
Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Teachir Referre Master' Master' Master' Master'	iment offered: Once a year, su ion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated in by lot as they become availab onal information onal information onad ad ad ad ad ad ad ad ad ad ad ad ad a	immer semester applications exceed the tive of their subjects. (2 in the same procedure. le. egulations for teaching- bematics (2016) Management (2015) iness and Economics (2016) and Economic Policy (2017)	 2) Places on all course (3) A waiting list will (4) A waiting list (4) A waiting list (5) A waiting list 	es of the module with a restricte be maintained and places re-all
Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Master Master Master Master	iment offered: Once a year, su ion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated in oy lot as they become availab onal information oad ng cycle ng cycle: each semester ed to in LPO I (examination re e appears in d's degree (1 major) Economat d's degree (1 major) Business degree (1 major) Internatio d's degree (1 major) China Bus d's degree (1 major) China Lan	ammer semester applications exceed the tive of their subjects. (20 in the same procedure. le. egulations for teaching- hematics (2016) Management (2015) siness and Economics (nal Economic Policy (20 guage and Economy (20)	 2) Places on all course (3) A waiting list will (4) A waiting list (4) A waiting list (5) A waiting list 	es of the module with a restricte be maintained and places re-all
Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Teachir Referre Master' Master' Master' Master' Master' Master'	iment offered: Once a year, su ion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated in by lot as they become availab onal information ad ng cycle ng cycle: each semester ed to in LPO I (examination re e appears in "'s degree (1 major) Economat ''s degree (1 major) Business ''s degree (1 major) China Bus ''s degree (1 major) China Lan ''s degree (1 major) China Lan ''s degree (1 major) Managem	ammer semester applications exceed the tive of their subjects. (2 in the same procedure. le. egulations for teaching- management (2015) siness and Economics (nal Economic Policy (20 guage and Economy (2 ent (2018)	2) Places on all course (3) A waiting list will degree programmes) 2016) 215) 016)	es of the module with a restricte be maintained and places re-all
Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Teachir Referre Master' Master' Master' Master' Master' Master'	iment offered: Once a year, su ion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated in oy lot as they become availab onal information oad ng cycle ng cycle: each semester ed to in LPO I (examination re e appears in d's degree (1 major) Economat d's degree (1 major) Business degree (1 major) Internatio d's degree (1 major) China Bus d's degree (1 major) China Lan	ammer semester applications exceed the tive of their subjects. (2 in the same procedure. le. egulations for teaching- egulations for teaching- iness and Economics (2015) siness and Economics (2015) siness and Economics (2015) siness and Economic (2015) siness and Economic (2015) and Economic Policy (2016) and Economic Policy (2017) and Economic Policy (2017)	 2) Places on all course (3) A waiting list will (4) A waiting list will (3) A waiting list will (3) A waiting list will (3) A waiting list will (4) A waiting list will (3) A waiting list will (4) A waiting list will (3) A waiting list will (4) A waiting list will (5) A waiting list will (5) A waiting list will (6) A waiting list will (7) A waiting list will <l< td=""><td>es of the module with a restricte be maintained and places re-all</td></l<>	es of the module with a restricte be maintained and places re-all
Assess Allocat 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir Teachir Referre Master' Master' Master' Master' Master' Master' Master' Master' Master' Master' Master' Master' Master'	iment offered: Once a year, su ion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated in by lot as they become availab onal information ad ad ad ad bad mg cycle e appears in d's degree (1 major) Economat d's degree (1 major) Business degree (1 major) China Busi d's degree (1 major) Internatio d's degree (1 major) China Lan d's degree (1 major) Managem d's degree (1 major) Internatio	immer semester applications exceed the tive of their subjects. (2 in the same procedure. le. egulations for teaching- egulations for teaching- bematics (2016) Management (2015) siness and Economics (nal Economic Policy (20 guage and Economy (2 ent (2018) nal Economic Policy (20 iness and Economics (20 iness and Economics (20)	 2) Places on all course (3) A waiting list will (4) A waiting list will (3) A waiting list will (4) A waiting list will (5) A waiting list (5) A waiting list (6) A waiting list (7) A waiting l	es of the module with a restricte be maintained and places re-all

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

Module title	e			Abbreviation
Practical Se	eminar: Economic Journalisr	n		12-M-SWJ-182-m01
Module cod	ordinator		Module offered by	
holder of th	ne Professorship of Economi	c Journalism	Faculty of Managem	nent and Economics
ECTS Me	thod of grading	Only after succ. com	pl. of module(s)	
10 nur	merical grade			
Duration	Module level	Other prerequisites		
1 semester	graduate			
Contents				
their placer ledge of eco as well as to	ments at company or other i onomics journalism. Studen	nstitution at which th its will be required to	ey will have an oppo prepare a practical	urnalism. They must complete ortunity to gain an in-depth know- report on the placement module a certificate issued by the place-
Intended le	earning outcomes			
	e strengthens practical comp nomics journalism.	petences and encour	ages work experienc	es. So it prepares for the career
Courses (ty	pe, number of weekly conta	ct hours, language —	if other than Germa	n)
V (2) + Ü (2))			
ster, inform portfolio on	nation on whether module can observation visit, including of assessment: German and	an be chosen to earn g work samples (appr	a bonus)	tion offered — if not every seme-
Allocation	of places			
Additional	information			
Workload				
300 h				
Teaching cy	ycle			
Teaching cy	ycle: each semester			
Referred to	in LPO I (examination regu	lations for teaching-o	legree programmes)	
Module app	pears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)				
Master's de	egree (1 major) Economathei	matics (2022)		

Modul	e title				Abbreviation	
Advanced Seminar: Labour Economics					12-M-SWOSP-182-1	n01
Module coordinator						
holder of the Chair of Labour Economics				Module offered by		
ECTS			Only after succ. com	, -	nent and Economics	•
10	1	od of grading rical grade				
Durati		Module level	Other prerequisites			
1 seme	_	graduate				
Conte		Sidudic				
people allow s	e's socia student curring	argets any students inte al behavior and social pro- s to acquire the necessar copic will be related to th l in shaping children's so	eferences. We will rea y empirical tools to c e origins of social col	d and discuss scien onduct an empirical nesion and social pr	tific methodologica thesis.	l papers that
Intend	ed lear	ning outcomes				
ses on the de	the acc termina	s designed to acquire th quisition of empirical too nts of social behavior an	ls - mostly related to d preferences.	experimental empiri	cal tools - in order to	
	es (type	, number of weekly conta	act hours, language —	if other than Germa	in)	
S (2)	_					
		essment (type, scope, la on on whether module c			ition offered — if not	t every seme-
		; to 20 pages) and prese ssessment: German and		inutes), weighted 2	1	
Alloca	tion of _l	olaces	-			
by lot a numbe	among a er of pla	Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available.	e of their subjects. (2) he same procedure. (Places on all cours	es of the module wi	th a restricted
Additi	onal inf	ormation				
			_			
Workle	oad					
300 h						
-	ing cycl	e				
		e: after announcement				
		LPOI (examination regu	llations for teaching-o	legree programmes)		
Modul	e appea	urs in				
		ee (1 major) Managemen	t (2018)			
	-			18)		
Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019)						
	-	ee (1 major) China Langu		-		
		ee (1 major) China Busin				
	-	ee (1 major) China Langu		21)		
		ee (1 major) Economathe		,		
	-	ee (1 major) Internationa	-	22)		
		ee (1 major) Managemen		pherated to Apr 2005 a aver	reg data re	nago 262 / 241
master's v	vitri 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam CTS) China Language and Ec	-	page 263 / 311



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

Module					Abbreviation	
Selecte	ed Topics in Analytical Tax	Research			12-M-TBS-161-m01	
Module coordinator				Module offered by		
			a d Duratu		ant and East	
holder Taxatio	of the Chair of Business N	ianagement a	nd Business	Faculty of Managem	ient and Economics	
ECTS		Only of	tor cucc com	nl of modulo(c)		
	Method of grading numerical grade	Only al	ter succ. con	1pl. of module(s)		
5	· · · · · · · · · · · · · · · · · · ·		• •.			
Duratio		Other p	orerequisites			
1 seme						
Conten						
	odule serves the purpose					
	ourses taken at other Gen			sities		
	dditional courses offered ourses offered by new Cha			led in the FSR (subic	ect-specific provisio	ns)
	lders of the respective Cha					113)
	ed learning outcomes					
		kinds of mar		vintion of a sourced at	ville cannot be siver	
	sult of accrediting multiple			· ·		1.
	s (type, number of weekly	contact hours	, language –	- If other than Germa	n)	
V (2) +						
	d of assessment (type, sco formation on whether mod				tion offered — if not	every seme
				a Dollus)		
	en examination (approx. 6					
	paper (approx. 15 pages)					
	examination of one candio			ites)		
	age of assessment: Germa	n and/or Engli	sh			
	ble for bonus					
Allocat	ion of places					
Additio	onal information					
Worklo	ad					
150 h						
Teachi	ng cycle					
Teachi	ng cycle: no courses offere	ed				
	ed to in LPO I (examination		or teaching-o	legree programmes)		
				<u> </u>		
Module	e appears in					
		nathematics (2016)			
	's degree (1 major) Econor 's degree (1 major) Busine					
	's degree (1 major) Busine 's degree (1 major) China I	-	-	2016)		
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)						
	's degree (1 major) Manag			,		
	's degree (1 major) Manag		Economics (2	2019)		
	's degree (1 major) China l			•		
	's degree (1 major) China I		-	-		
	's degree (1 major) China l					
Master's w	ith 1 major China Language and Econ	omv	IMII Würzhurg • ge	enerated 19-Apr-2025 • exam	reg. data re-	page 265 / 311
	ten i major enna canguage and Econ		cord Master (120 E			1 PUSC 200/ 311



Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024)

Module title					Abbreviation		
Topics in Data Science 12-M-TDS-182-mo1							
Module coordinator Module offered by							
holder	of the (Chair of Business Analyti	cs	Faculty of Managen	nent and Economics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme		graduate					
Conter							
field th on to ti and pr The co the ab	nat is cu he full s esentat urse foo ove tecl	s concerned with extract rrently in high demand in pectrum of data science ion, creation and evaluat cuses on the practical as nniques. Students will co g of the methods describ	n both academia and techniques spanning ion of machine learn pects of data science mplete programming	industry. This cours g data acquisition an ing models. , with emphasis on t	e provides a practica d processing, data v he implementation a	al introducti- visualization	
		ning outcomes					
• [• s • t	Data aco graph a ext ana working	d include: quisition and processing nd network models lysis with geospatial data f machine learning mode	ls (supervised and u	nsupervised)			
Course	es (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)		
V (2) +	Ü (2)						
Modul	e taugh	t in: English					
		s essment (type, scope, la on on whether module ca			tion offered — if not	every seme-	
b) term Langua Assess	n paper age of a	nination (approx. 60 mir (approx. 15 pages) ssessment: German and ffered: In the semester ir bonus	/or English	offered			
Allocat	tion of p	olaces					
Additio	onal inf	ormation					
Worklo	bad						
150 h							
Teaching cycle							
Teaching cycle: summer semester							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module appears in							
Master	r's degr	ee (1 major) Managemen	t (2018)				
	-	ee (1 major) International	•				
Master	r's degr	ee (1 major) China Busine	ess and Economics (2	2019)			
Master's w (2019)	ith 1 majo	China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec		page 267 / 311	

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) exchange program Business Management and Economics (2022)

Module title				Abbreviation				
Topics	Topics in Entrepreneurship 12-M-TENT-182-m01							
Module coordinator Mod			Module offered by					
holder	ofthe	Chair of Entrepreneurship	and Strategy	Faculty of Managem	nent and Economics			
ECTS	Methe	od of grading	Only after succ. con	npl. of module(s)				
5	nume	rical grade						
Duratio	on	Module level	Other prerequisites					
1 seme	ster	graduate						
Conten	ts							
• fi • o • C	rom do of short Offers o	erves the crediting of ach mestic or foreign universi -term additional offers f new chairs before they a ty is provided by the chai	ities are included in the su	ubject-specific regula	ations.			
Intende	ed lear	ning outcomes						
Due to	the cre	diting of different module	es, no competence d	escription can be ma	ide.			
		, number of weekly conta	· · · · · · · · · · · · · · · · · · ·	•				
V (2) +		,			,			
ster, in a) writt b) term c) oral o approx Langua Assess credita Allocat	format en exa paper examin . 30 mi ge of a ment o ble for ion of 	ion on whether module ca mination (approx. 60 to 1 (15 to 20 pages) or lation (one candidate eac nutes) ssessment: German and/ ffered: In the semester in bonus	an be chosen to earn 20 minutes) or h: approx. 10 to 15 m /or English	a bonus) inutes; groups of 2:	tion offered — if not every seme- approx. 20 minutes; groups of 3:			
Auditio	mat mi							
Worklo	ad							
	au							
150 h								
Teachi								
		e: no courses offered						
Referre	ed to in	LPOI (examination regu	lations for teaching-o	degree programmes)				
	Module appears in							
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024)								

Module title Abbreviation						
Topics in Human Capital Development12-M-THC-182-m01						
Module coordinator Module offered by						
				1	nent and Economics	
mics						
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	;		
1 seme	ester	graduate				
Conter	nts					
• 0 • a • 0	courses addition courses	erves the purpose of tra taken at other German nal courses offered on a offered by new Chairs t f the respective Chairs v	or non-German univer short-term basis that are yet to be inclu	sities ded in the FSB (subje	• •	ns)
Intend	ed lear	ning outcomes				
As a re	sult of	accrediting multiple kin	ds of modules, a desc	ription of acquired s	kills cannot be given	ı.
Course	es (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
Modul	e taugh	t in: English				
		sessment (type, scope, ion on whether module			tion offered — if not	every seme-
Langua Assess credita	age of a sment o ible for	· · · · · · · · · · · · · · · · · · ·	in which the course is	offered		
Allocat	tion of	places				
Additio	onal inf	ormation				
Worklo	bad					
150 h						
Teachi						
Teachi	ng cycl	e: after announcement				
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)		
Modul	e appea	ars 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) Economathematics (2021)					
1		ee (1 major) Internation		22)		
	-	ee (1 major) Manageme				
A4						· · · · · · · · · · · · · · · · · · ·
Master's w (2019)	ntn 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 270 / 311



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

Module title					Abbreviation		
Topics in HRM and Organization				12-M-THRM-182-m01			
Module coordinator Module offere							
Dean of the Faculty of Business Management and Econo- mics Faculty of Management and Economics					nent and Economics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	n	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
• ci • a • ci	ourses dditior ourses	erves the purpose of tran taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	r non-German univer: hort-term basis at are yet to be inclue	sities ded in the FSB (subje			
Intende	ed lear	ning outcomes					
As a res	sult of a	accrediting multiple kind	s of modules, a desc	ription of acquired sl	kills cannot be given.		
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)		
V (2) +	Ü (2)						
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-		
b) term Langua	paper ge of a ment o	mination (approx. 60 min (approx. 15 pages) ssessment: German and, ffered: In the semester in	or English	offered			
Allocat							
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachir	ng cycl	e					
		e: after announcement					
		LPOI (examination regu	lations for teaching-	degree programmes)			
Module	appea	urs in					
Master'	Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019)						
	-	ee (1 major) China Langua					
	-	ee (1 major) China Busine		•			
	-	ee (1 major) China Langua	- ,	021)			
	-	ee (1 major) Management					
master	Master's degree (1 major) Management (2024)						

Module title			Abbreviation			
Theory of Industrial Organization	12-M-Tl1-182-m01					
Module coordinator		Module offered by	<u> </u>			
holder of the Chair of Industrial Econ	omics	Faculty of Managen	nent and Economics			
ECTS Method of grading	Only after succ. con	npl. of module(s)				
5 numerical grade						
Duration Module level	Other prerequisites	i				
1 semester graduate						
Contents						
 Theory of industrial organisation: Monopoly pricing Nonlinear pricing and mechanism design Dynamic pricing: experience goods, durable goods Oligopoly pricing Static price and quantity competition in homogeneous and differentiated goods markets Comparative statics Equilibrium market structure Bynamic competition in oligopoly markets Subgame perfect equilibrium and models of dynamic competition Repeated games and collusion Market Structure Entry Mergers Strategic behaviour by incumbent firms Entry deterrence and predation Signalling and reputation Vertical Relations and Restrictions Vertical contracts Zentry Effects 						
Intended learning outcomes						
Students which complete this class will acquire a working knowledge of advanced theoretical models of compe- tition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practical- ly relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of an approach, summarize and comment on these papers and suggest possible extensions.						
Courses (type, number of weekly contact hours, language — if other than German)						
V (2) + Ü (2) Module taught in: English						
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)						
a) written examination (approx. 60 to b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus) 120 minutes) or					
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 (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 (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) Economathematics (2025)

Master's with 1 major China Language and Economy

(2019)

Module	e title				Abbreviation		
	Applied Industrial Organization 12-M-Tl2-182-m01						
Module coordinator Module o			Module offered by				
holder of the Chair of Industrial Economics Faculty				nent and Economics			
ECTS	·	od of grading	Only after succ. compl. of module(s)				
5	<u> </u>	rical grade					
Duratio		Module level	Other prerequisites				
1 seme		graduate					
Conten	ts						
Descrip This co		scusses vertical contracts	s in supply chains an	d their impact on co	mpetition.		
Outline of syllabus: 1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price mainte- nance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.) 2. Contracts for service 3. Common agency 4. The delegation principle 5. The commitment problem 6. Interlocking relationships 7. Foreclosure by vertical contracts or mergers							
Intende	ed learr	ning outcomes					
After completing the course students are able to (i) explain the results of theoretical industrial economics on vertical contracts; (ii) apply the involved methods to given simple examples on their own; (iii) recognize, in which real life situations (and how) the results can be applied; (iv) analyze the impact of certain vertical contracts on competition.							
		number of weekly conta			n)		
V (2) Module	e taught	t in: English					
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-		
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus							
Allocat	ion of p	olaces					
Additio	onal info	ormation					
Worklo	ad						
150 h							
Teachi		9					
Teaching cycle: no courses offered Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module	e appea	rs in					

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

Module	e title				Abbreviation			
Topics	Topics in Information Systems 1 12-M-TIF1-182-m01							
Module coordinator				Module offered by				
Dean o mics	ean of the Faculty of Business Management and Econo- ics							
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)				
5		rical grade		• • • •				
Duratio	Duration Module level Other prerequisites							
1 semester graduate								
Conten	ts							
• c • a • c	 This module serves the purpose of transferring credits from courses taken at other German or non-German universities additional courses offered on a short-term basis courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) The holders of the respective Chairs will ensure that the courses are eligible for credit transfer. 							
Intende	ed lear	ning outcomes						
As a re	sult of	accrediting multiple kin	nds of modules, a desc	ription of acquired s	kills cannot be giver	۱.		
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)			
V (2) +	Ü (2)							
		sessment (type, scope, ion on whether module			tion offered — if not	every seme-		
c) term Langua Assess	30 minutes) or c) term paper (15 to 20 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus							
Allocat	ion of _l	olaces						
Additio	onal inf	ormation						
Worklo	ad							
150 h								
Teachi	ng cycl	e						
Teachi	ng cycl	e: no courses offered						
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)				
Module	e appea	ars in						
Master	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)							
	-	ee (1 major) China Lang ee (1 major) Informatioı)19)				
	-			2021)				
	Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)							
		ee (1 major) Economath		-				
Master's w (2019)	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 277 / 311		

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) 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	e coord	inator		Module offered by				
Dean o mics	of the Fa	aculty of Business Mana	agement and Econo-	Faculty of Managen	nent and Economics			
ECTS	Method of grading Only after succ.			npl. of module(s)				
5	nume	rical grade						
Duratio	on	Module level	Other prerequisites	i				
1 seme	1 semester graduate							
Conten	nts							
• c • a • c	 This module serves the purpose of transferring credits from courses taken at other German or non-German universities additional courses offered on a short-term basis courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions) The holders of the respective Chairs will ensure that the courses are eligible for credit transfer. 							
Intende	ed lear	ning outcomes						
As a re	sult of	accrediting multiple kir	nds of modules, a desc	ription of acquired s	kills cannot be giver	۱.		
Course	e s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)			
V (2) +	Ü (2)							
		sessment (type, scope, ion on whether module			tion offered — if not	every seme-		
Langua Assess	30 minutes) or c) term paper (15 to 20 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus							
Allocat	tion of _l	places						
Additio	onal inf	ormation						
Worklo	ad							
150 h								
Teachi	ng cycl	e						
Teachi	ng cycl	e: no courses offered						
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)				
Module	e appea	ars in						
Master	's degr	ee (1 major) Manageme	ent (2018)					
Master's degree (1 major) International Economic Policy (2018)								
	Master's degree (1 major) China Business and Economics (2019)							
	-	ee (1 major) China Lang		019)				
	-	ee (1 major) Informatio ee (1 major) China Busi		2021)				
	-	ee (1 major) China Busi ee (1 major) China Lang						
	-	ee (1 major) Economath		/				
Master's w (2019)	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 279 / 311		

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

Module	e title				Abbreviation	
Topics in Migration 12-M-TIM-182-m01					12-M-TIM-182-m01	
Module coordinator				Module offered by		
Dean of	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Managem	nent and Economics	
mics						
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio		Module level	Other prerequisites			
1 semester graduate						
Conten						
 Migration has become a key issue in the political and public debate all over the world. Thus, economists increasingly engaged in studying determinants and consequences of migration as it has a substantial impact on receiving and sending countries. This course offers an intro- duction to the key concepts of migration economics and will cover the following topics: Migration Decision and Forms of Migration Effects on Migration on Employment and Wages Effects of Migration no Attitudes and Political Economy Integration and Integration Policies Refugee Migration Impacts of Emigration At the end of the course students are familiar with the basic theoretical and empirical con- cepts in the area of economics of migration. A special focus will be on the understanding of the identification of causal effects and the ability to connect links between the different are- as of analysis. 						
		he semester). ning outcomes				
Intended learning outcomes Solid knowledge of microeconomics and econometrics is reinforced. At the end of the semester, students will have the opportunity to present their term papers.						
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) +		··				
		t in: English	10 .1 .1	C	tion offered if t	
		on on whether module c			tion offered — if not every seme-	
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						
Worklo	ad					
150 h						

Teaching cycle

Teaching cycle: after announcement

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

Module appears II	dule appears in	Ī
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Master's degree (1 major) Management (2018)

Master's degree (1 major) International Economic Policy (2018)

Master's degree (1 major) 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) Social Science Sustainability Studies (2021)

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)

exchange program Business Management and Economics (2022)

Module title Abbreviation								
Topics in Labour Economics 12-M-TLE-182-m01								
Module coordinator Module offered by								
Dean of the Faculty of Business Management and Econo- mics								
ECTS Method of grading Only after succ. compl. of module(s)								
5 numerical grade								
Duration Module level Other prerequisites								
1 semester graduate								
Contents								
 This module serves the purpose of transferring credits from courses taken at other German or non-German universities additional courses offered on a short-term basis courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions The holders of the respective Chairs will ensure that the courses are eligible for credit transfer. 	 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) 							
Intended learning outcomes								
Due to the crediting of different modules, no competence description can be made.								
Courses (type, number of weekly contact hours, language — if other than German)								
V (2) + Ü (2)								
Method of assessment (type, scope, language — if other than German, examination offered — if not erster, information on whether module can be chosen to earn a bonus)	/ery seme-							
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								
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) 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) International Economic Policy (2022)								
Master's degree (1 major) Management (2022)								

Module	e title				Abbreviation	
Topics	in Inte	rnational Marketing			12-M-TMA-182-m01	
Modula	Aodule coordinator Module offered by					
			ement and Econo-	· · ·	nent and Economics	
Dean of the Faculty of Business Management and Econo- mics Faculty of Management and Economics						
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 semester graduate						
Conten	Its					
• c • a • c	ourses dditior ourses	erves the purpose of trar taken at other German o nal courses offered on a s offered by new Chairs th f the respective Chairs wi	r non-German univer short-term basis at are yet to be inclu	sities ded in the FSB (subj [,]		
		ning outcomes				
	_	accrediting multiple kind	s of modules. a desc	ription of acquired s	kills cannot be given.	
		, number of weekly conta		• •		
V (2) +		,				
ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus						
Allocat	ion of p	olaces				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycle	e: after announcement				
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)		
Module appears in						
Master Master Master Master	''s degr ''s degr ''s degr ''s degr	ee (1 major) Managemen ee (1 major) China Busine ee (1 major) China Langu ee (1 major) China Busine ee (1 major) China Langu ee (1 major) Managemen	ess and Economics (2 age and Economy (20 ess and Economics (2 age and Economy (20	019) 2021)		

Module	title				Abbreviation		
Trade P	Trade Policy and the World Trading System 12-M-TP-182-m01						
Module coordinator				Module offered by			
holder	older of the Chair of International Economics			Faculty of Managem	nent and Economics		
ECTS	_	od of grading	Only after succ. com	pl. of module(s)			
5	L	rical grade					
Duratio		Module level	Other prerequisites				
1 seme	!	graduate					
Conten							
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 quo- tas) and arguments in favor of trade policy interventions (the terms of trade, strategic trade policy, infant indu- stries, industrial policy, environmental policy). Political economy issues are also addressed.							
2 Trade 3 The c 4 Dome 5 Interr	volution policy ompeti estic dis nationa	n of the world trading sys instruments and their eff tion effect of trade openi stortions I market power and trade nomy and the world tradi	fects under perfect co ng policy				
Literatur: The main text used is: Helpman, E. und P.R. Krugman (1989). Trade Policy and Market Structure. The MIT Press, Cambridge, Massachu- setts. The following monographs cover the evolution of the world trading system and the evolution of ideas in trade po- licy 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.							
		ning outcomes					
Students acquire the ability to critically understand the effects and issues associated with the use of trade po- licy 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							
		number of weekly conta	ct hours, language —	it other than Germa	n)		
V (2) +							
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-		
		nination (approx. 60 to 1 (15 to 20 pages)	20 minutes) or				

Master's with 1 major China Language and Economy	
(2019)	

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

Allocation of places

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Additional information

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

Module appears in	ı
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Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)

Master's degree (1 major) China Business and Economics (2019)

Master's degree (1 major) China Language and Economy (2019)

Master's degree (1 major) China Business and Economics (2021)

Master's degree (1 major) China Language and Economy (2021)

Master's degree (1 major) Economathematics (2021)

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 (2024)

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

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

Modul					Abbreviation	
Financ	ial Stat	ement Analysis and Bus	iness Valuation		12-M-UA-161-m01	
Module coordinator				Module offered by		
holder of the Chair of Business Management and Accoun-				Faculty of Management and Economics		
ting	orthet	LIIdii OI DUSIIIESS Maliag	ement and Accoun-	Faculty of Managen	nent and Economics)
ECTS	Metho	od of grading	Only after succ. con	nnl. of module(s)		
5		rical grade				
Duration Module level		Other prerequisites				
1 semester		graduate				
Conte		3				
statem extract nancia	nents. Th t value-r al data to	nvesting involves valua nis module provides a b relevant information fror o value corporations. Th in a corporation.	asic understanding of n financial statements	financial statement s, carry out financial	analysis, particular statement analysis	ly on how to , and use fi-
Intend	ed learr	ning outcomes				
ques t tion pr	o evalua ocess. S	on in financial statemer ate financial statements Students can apply valu , number of weekly cont	and understand the f ation technics to real-	undamental role of f world cases and rec	inancial information ommend investmen	n in the valu
V (2) +						
ster, ir writter Langua	nformati n examir	essment (type, scope, l on on whether module on nation (approx. 60 to 120 ssessment: German and bonus	can be chosen to earn o minutes)			
	tion of p					
			-			
Additi	onal inf	ormation				
Addition						
Workle			_			
	Jau					
150 h		-				
	ing cycl					
		e: winter semester				
Referr	ed to in	LPOI (examination reg	ulations for teaching-	aegree programmes)		
	e appea			~		
	-	ee (1 major) Business In		016)		
	-	ee (1 major) Business Ma ee (1 major) China Busin		2016)		
	-	ee (1 major) Internationa				
	-	ee (1 major) China Langu		-		
	-	ee (1 major) Managemer		/		
	-		Il Economic Policy (20	18)		
Maste						
	-	ee (1 major) China Busin	ess and Economics (2	2019)		
Maste	r's degre			-		
Maste Maste	r's degre r's degre	ee (1 major) China Busin	lage and Economy (20	-	n reg data re	page 287 / 31

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)

Module title Abbreviation							
Advanc	ed VA1				12-M-UF-161-m01		
Module	e coord	inator		Module offered by			
holder Taxatio		Chair of Business Manage	ement and Business				
ECTS	r	od of grading	Only after succ. com	pl. of module(s)			
5		rical grade					
Duratio	on .	Module level	Other prerequisites				
1 semester graduate							
Contents							
The module provides students with more in-depth insights into complex national issues (e.g. holding structu- res) and international constellations with respect to other EU member states as well as non-EU states from a VAT point of view. The relevant rulings of the German Federal Fiscal Court as well as the ECJ are also discussed.							
Intende	ed lear	ning outcomes					
and int analyze sing fro und the munity	Students acquire deeper knowledge and understanding of German VAT law as well as basic skills in VAT on EU and international levels. The students ate able to analyze and solve complex facts of a case from a German VAT point of view as well as to regonize problems ari- sing from international constellations. They are anable to determine the VAT-treatment using German VAT law und the Europen VAT directive. The students are able to identify and make use of simplification rules (intra-Com- munity triangulation simplification) as well as to proactively shape the facts of a case to create a favorable VAT treatment. They are able to read critically and judge primary tax literature.						
Course	s (type	, number of weekly conta	ct hours, language –	if other than Germa	n)		
V (2) +	Ü (2)	· · · · · · · · · · · · · · · · · · ·					
ster, in	format	sessment (type, scope, la ion on whether module ca	an be chosen to earn		tion offered — if not	every seme-	
b) term c) oral (paper examin ge of a	mination (approx. 60 min (approx. 15 pages) or lation of one candidate ea ssessment: German and, bonus	ach (approx. 20 minu	tes)			
Allocat	ion of	olaces					
Additio	nal inf	ormation					
Additio	inat init						
Worklo	ad						
150 h							
Teachi	ng cycl	е					
Teachir	ng cycl	e: no courses offered					
Referre	ed to in	LPO I (examination regu	lations for teaching-o	legree 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 degr	ee (1 major) China Busine	ess and Economics (2	019)			
Master	's degr	ee (1 major) China Langua	age and Economy (20	919)			
Master's wi (2019)	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam CCTS) China Language and Ec		page 289 / 311	

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) Management (2022) exchange program Business Management and Economics (2022)

Modul	Module title Abbreviation					
Corpor	ate Ent	repreneurship			12-M-UGF1-182-m01	
Modul	e coord	inator		Module offered by		
holder	ofthe	Chair of Entrepreneurship	and Strategy	and Strategy Faculty of Management and Economics		
ECTS		od of grading	Only after succ. com	pl. of module(s)		
5 numerical grade						
Duration		Module level graduate	Other prerequisites			
Conter		gladuate	<u> </u>			
This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an 'intrapreneurial' or entrepreneurial career.						
(1) Intro	oductic	on to corporate entrepren	eurship			
(2) Ant	eceder	its and forms of corporate	e entrepreneurship			
(3) Cor	porate	strategy and corporate er	ntrepreneurship			
(4) Org	anizati	onal structure and corpor	ate entrepreneurship)		
(5) Hur	nan res	source management and o	corporate entreprene	urship		
(6) Bui	lding s	upportive organizational	cultures			
(7) Ent	reprene	eurial control systems				
(8) Ent	reprene	eurial leadership				
(9) The	corpoi	rate entrepreneur as a cha	ampion and diplomat	t		
(10) Th	e pay-c	off from corporate entrepr	eneurship			
(11) Co	rporate	venture capital				
(12) Co	rporate	e entrepreneurship in non	profit and governme	nt organizations		
(13) Un	iversiti	es and academic spin-of	fs			
(14) Wi	ap-up	and Q&A				
Intend	ed lear	ning outcomes				
 Educational aims 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 						
	-	l completion of this modu	ile students will be a	ble to:		
• (Create a	and evaluate concepts rel	ated to corporate ent	repreneurship	competitive advantage	

- Make judgements about the organizational and managerial implications of corporate entrepreneurship
- Systematically choose between different routes of action

Master's with 1 major China Language and Economy	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 291 / 311
(2019)	cord Master (120 ECTS) China Language and Economy - 2019	

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 candicate 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

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)

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)

Module	Module title Abbreviation						
Corpor	ate Stra	ategy			12-M-UGF2-182-mo	1	
Module	e coord	inator		Module offered by	<u> </u>		
holder	of the (Chair of Entrepreneurship	and Strategy	Faculty of Management and Economics			
ECTS	1	od of grading	Only after succ. con				
5	<u> </u>	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	1 semester graduate						
Conten	nts						
This theory-led and application-oriented module provides you with critical knowledge and skills related to cor- porate 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 ba- chelor-level modules.							
(2) Cor (3) Veri (4) Mer (5) Dyn (6) Coc (7) Cor (8) Inte (9) Inte (10) Stri (11) Co (12) Co	 (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 						
Intend	ed learı	ning outcomes					
• () • E • E	Explain Enable s	ms ne role of corporate strate theoretical concepts and students to critically appr students to evaluate the l	mechanisms behind raise alternative appr	oaches to corporate			
Learnir	ng outco	omes					
On suc	cessful	completion of this modu	ıle students will be a	ble to:			
• (• N	Create a Make ju	he role of corporate strat nd evaluate concepts rel dgements about the orga atically choose between o	ated to corporate stranizational and mana	ategy gerial implications c	-		
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)		
V (2) + Module		t 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)							
b) term c) oral approx Langua	n paper examin x. 20 mi age of a	nination (approx. 60 to 1 (15 to 20 pages) or ation of one candidate en nutes, groups of 3 approx ssessment: English ^{China Language and Economy}	ach (approx. 10 to 15 x. 30 minutes) JMU Würzburg • g	minutes) or oral exa enerated 19-Apr-2025 • exam ECTS) China Language and Ec	. reg. data re-	groups of 2 page 293 / 311	

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 (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)

Modul	Module title Abbreviation						
		reneurship			12-M-UGF3-182-mo	1	
Modul	e coord	inator		Module offered by			
	-	Chair of Entrepreneurship	i				
ECTS		od of grading	Only after succ. con	pl. of module(s)			
5		rical grade					
	DurationModule levelOther prere1 semestergraduate						
Conter		gladuate					
This module provides an introduction into digital entrepreneurship and digital transformation. (1) Introduction (2) Digital business models (3) Identifying and exploiting opportunities for digital entrepreneurship (4) Strategies for creating competitive advantage in digital entrepreneurship (5) Digital marketing for entrepreneurs (6) Crowd- funding 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							
		ning outcomes					
cepts a apprai luate t Learnin gital er te and about	Educational aims: Clarify the role of digital entrepreneurship and digital transformation. Explain theoretical con- cepts and mechanisms behind digital entrepreneurship and digital transformation. Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation. Enable students to eva- luate the boundaries and risks of digital entrepreneurship and digital transformation Learning outcomes: On successful completion of this module students will be able to (1) Assess the role of di- gital entrepreneurship and digital transformation for creating and sustaining competitive advantage, (2) Crea- te 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.						
Course	es (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)		
V (2) + Modul	• •	t in: English					
		s essment (type, scope, la on on whether module c			tion offered — if not	every seme-	
b) term c) oral approx	n paper examin k. 30 mi	nination (approx. 60 to 1 (15 to 20 pages) or ation (one candidate eac nutes) ssessment: English		inutes; groups of 2:	approx. 20 minutes;	; groups of 3:	
Allocat	tion of p	olaces					
Additio	onal inf	ormation					
Worklo	oad						
150 h							
Teaching cycle							
Teaching cycle: summer semester							
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)						
Modul	Module appears in						
1	-	ee (1 major) Human-Com ee (1 major) Managemen		18)			
Master's w (2019)	vith 1 major	China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 295 / 311	

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) Human-Computer-Interaction (2021)
Master's degree (1 major) Economathematics (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)

Module					Abbreviation	
Philoso	ophy of	Science and Ethics in E	Susiness Management	and Economics	12-M-WEW-182-m01	
Module	e coord	inator		Module offered by	<u> </u>	
Dean o mics	f the Fa	aculty of Business Mana	gement and Econo-	-	nent and Economics	
ECTS	ECTS Method of grading Only after succ.		Only after succ. con	npl. of module(s)		
10				• • • •		
Duration Module level Other		Other prerequisites				
1 seme	1 semester graduate					
Conten	ts					
		vill take the form of a se w an important publica			k on a problem in economic poli-	
Intende	ed lear	ning outcomes				
Studen	ts are a	able to present the statu	is of a current project	in a talk as well as to	o discuss and defend it.	
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	an)	
S (2)						
ster, in term pa	formati aper (a	sessment (type, scope, ion on whether module oprox. 20 to 25 pages) a ssessment: German and	can be chosen to earn and presentation (appl	a bonus)	ation offered — if not every seme- ighted 2:1	
-	ment o	ffered: In the semester		offered		
Allocat	ion of _l	olaces				
by lot a numbe	mong r of pla	all applicants irrespectiv	ve of their subjects. (2 the same procedure. () Places on all cours	e places, places will be allocated es of the module with a restricted be maintained and places re-allo	
Additio	nal inf	ormation				
Worklo	ad					
300 h						
Teachi	ng cvcl	e				
		e: no courses offered				
		LPOI (examination reg	ulations for teaching-	degree programmes)		
Module		ars in				
	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)					
		ee (1 major) Information		`		
	-	ee (1 major) China Busir				
	-	ee (1 major) China Lang ee (1 major) Economath		JZ1)		
muster	Jucgi					

Module	Module title Abbreviation					
Europea	an Corr	petition Policy			12-M-WPE-182-m01	
Module	e coord	inator		Module offered by		
holder	of the (Chair of Industrial Econor		,	nent and Economics	
ECTS		od of grading	Only after succ. com	pl. of module(s)		
5		rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ster	graduate				
Contents						
1. Legal 2. Mark • Q • S • H 3. Horiz 4. Horiz • E • C 5. Vertio • E • "/ 6. Abus • C	 Simple quantitative methods Hypothetical monopoly test Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion Horizontal mergers and collusion Economic theory Efficiency effects Coordinated effects Vertical relations and contracts Economic analysis of contracts "More economic approach" Abuse of dominant position Classification of abusive conduct 					
· · · · · ·		ll be taught in English.				
		ning outcomes				
After completion of the module students can use the advanced concepts introduced in the lecture of competiti- on policy, including the legal framework, the trace models and methods for the study of competition policy issu- es, as well as understand the approach of European competition policy in high profile cases. When they are con- fronted 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.						
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)	
V (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)						
b) term	paper ge of a	nination (approx. 60 to 1 (15 to 20 pages) ssessment: English bonus	20 minutes) or			

Allocation of places

6 places. There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Wirtschaftsinformatik (Business Information Systems), Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

Master's with 1 major China Language and Economy	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data re-	page 298 / 311
(2019)	cord Master (120 ECTS) China Language and Economy - 2019	

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 (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) exchange program Business Management and Economics (2022)

Modul	Module title Abbreviation						
Advan	ced Aud	liting			12-M-WPF-161-m01		
Modul	e coord	inator		Module offered by			
				1			
Dean o mics	of the Fa	aculty of Business Manag	ement and Econo-	- Faculty of Management and Economics			
ECTS		od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites	i			
1 seme	ester	graduate					
Contents							
This module covers advanced accounting topics under IFRS (International Financial Reporting Standards). It also discusses current developments in IFRS accounting and systematically classifies the related issues. The aim is to apply existing knowledge to advanced accounting problems and to develop possible solutions. The main topics adapt to current developments in the field of financial accounting.							
Intend	ed lear	ning outcomes					
	andard	a deep understanding o s). They also have the in-					
Course	es (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)		
V (2) +	Ü (2)						
ster, in written Langua	iformat exami	sessment (type, scope, la ion on whether module ca nation (approx. 60 to 120 ssessment: German and, bonus	an be chosen to earn minutes)		tion offered — if not	every seme-	
	tion of						
Additio	onal inf	ormation					
Worklo	had						
150 h		•					
	ng cycl		-				
	/	e: no courses offered					
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)			
Modul	e appea	ars in					
Master	r's degr	ee (1 major) Economathe	matics (2016)				
	-	ee (1 major) Business Ma					
		ee (1 major) China Busing					
		ee (1 major) International					
	-	ee (1 major) China Langu		016)			
	-	ee (1 major) Managemen					
	-	ee (1 major) China Busine		-			
	-	ee (1 major) China Langu		•			
	-	ee (1 major) China Busine					
	-	ee (1 major) China Langu)21)			
master	s uegr	ee (1 major) Economathe	matics (2021)				
Master's w (2019)	ith 1 majo	r China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec		page 300 / 311	



exchange program Business Management and Economics (2022)

Modul	e title				Abbreviation	
Project Modul: Journalism in Economic Policy			: Policy		12-M-WPJ-182-m01	
Module coordinator				Module offered by		
	older of the Professorship of Economic Journalism		ic lournalism	· · ·	nent and Economics	
ECTS		d of grading	Only after succ. con			
10		ical grade				
Durati	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conter	nts					
ny meo these t kes for ons wi topic t Busine	dia users topics bo r good eo III first bo hemselv ess Jourr	s can relate to: The focus e presented in a way that conomic reporting? What e answered using examp res. The seminar is them halism and Business Cor	s is on market develo It is clear, easy to und t research options ar oles from various med atically oriented towa	pments and (econom lerstand, and yet as id forms of presentat lia. Subsequently, th ards current research	volves around content that ma- nic) political conditions. How can precise as possible? What ma- cion are available? Such questi- ne students will work on the main n projects/projects of the Chair of atically per semester.	
		ing outcomes			After completing the seminar,	
presen pics in in resp acquir	ntation o reportir oonse to re subjec	f economic journalism. g. After completing the previously generated re t as well as specific met	The students learn so seminar, students ar search questions and hodological compete	ientific methods to b e able to independer d thus evaluate journ encies in this semina		
	es (type,	number of weekly conta	ect hours, language –	- if other than Germa	in)	
S (2)						
		essment (type, scope, la on on whether module c			tion offered — if not every seme-	
portfol ties, co Langua Assess	lio (appr omment age of as	ox. 3 items with a durati ary, text analyses of diff ssessment: German and fered: In the semester i	on of 3 minutes each erent types of media /or English	, audio/video forma	t): e.g. record of research activi-	
	tion of p					
	<u></u>					
Additi	onal info	ormation				
Worklo	oad					
300 h						
-	ing cycle	•	-			
		: after announcement	-			
	ing cycie	. alter announcement				
	ed to in	POI (examination regu	lations for teaching.	degree programmes)		
	ed to in	L PO I (examination regu	llations for teaching-	degree programmes)		
Referro		-	llations for teaching-	degree programmes)		
Referro Modul	e appea	rs in		degree programmes)		
Referro Modul Master	e appea r's degre	-	t (2018)			
Referro Modul Master Master	e appea r's degre r's degre	rs in e (1 major) Managemen	t (2018) l Economic Policy (20	18)		
Referre Modul Master Master Master Master	e appea r's degre r's degre r's degre r's degre	r s in re (1 major) Managemen re (1 major) Internationa re (1 major) China Busin re (1 major) China Langu	t (2018) l Economic Policy (20 ess and Economics (2 age and Economy (20	18) 2019)		
Referro Modul Master Master Master Master	e appea r's degre r's degre r's degre r's degre r's degre	rs in re (1 major) Managemen re (1 major) Internationa re (1 major) China Busin	t (2018) l Economic Policy (20 ess and Economics (2 age and Economy (20 nunication (2019)	18) 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) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022) exchange program Business Management and Economics (2022)

France	e title				Abbreviation
COUOL	nic and	Business Ethics			12-M-WUE-161-m01
Module coordinator				Module offered by	
		Chair of Business Mana	gement and Business	Faculty of Managem	nent and Economics
Taxatio	1		r		
ECTS		od of grading	Only after succ. con	npl. of module(s)	
10	nume	rical grade			
Duratio	Duration Module level Other prerequisites				
1 seme	ster	graduate			
Conten	Its				
In this	semina	r, students will gain an	overview of different e	ethical aspects in bus	siness and economy, e.g. lead
ship et	hics, co	prruption, ethcial theori	es, consumer ethics, C	CSR.	
Intende	ed lear	ning outcomes			
ethcial	proble	m in business and/or e	conomiy. He/she shou	ld be able to presen	r paper dealing with a selected t a complex problem in an clea participants in the class.
Course	s (type	, number of weekly cont	tact hours, language –	- if other than Germa	in)
S (2)					
Method	d of ass	sessment (type, scope.	language — if other th	an German, examina	tion offered — if not every sem
		on on whether module			,
		oprox. 20 to 25 pages) a ssessment: German and		rox. 20 minutes), wei	ighted 2:1
0	0		<u> </u>		
Allocat					a mla ana mla ana utili ka alla ant
12 plac by lot a numbe	es. (1) among a r of pla	Should the number of a all applicants irrespection	ve of their subjects. (2 the same procedure. () Places on all course	e places, places will be allocat es of the module with a restrict be maintained and places re-al
12 plac by lot a numbe cated b	er of pla by lot as	Should the number of a a all applicants irrespections will be allocated in	ve of their subjects. (2 the same procedure. () Places on all course	es of the module with a restrict
12 plac by lot a numbe cated b	er of pla by lot as	Should the number of a all applicants irrespecti ces will be allocated in s they become available	ve of their subjects. (2 the same procedure. () Places on all course	es of the module with a restrict
12 plac by lot a numbe cated b Additio	es. (1) among a er of pla by lot as onal inf	Should the number of a all applicants irrespecti ces will be allocated in s they become available	ve of their subjects. (2 the same procedure. () Places on all course	es of the module with a restrict
12 plac by lot a numbe cated b Additio Worklo	es. (1) among a er of pla by lot as onal inf	Should the number of a all applicants irrespecti ces will be allocated in s they become available	ve of their subjects. (2 the same procedure. () Places on all course	es of the module with a restrict
12 plac by lot a numbe cated b Additio Worklo 300 h	es. (1) among a er of pla by lot as onal inf	Should the number of a all applicants irrespecti ces will be allocated in s they become available ormation	ve of their subjects. (2 the same procedure. () Places on all course	es of the module with a restrict
12 plac by lot a numbe cated b Additio Worklo 300 h Teachin	es. (1) among a among a er of pla by lot as onal inf onal inf oad	Should the number of a all applicants irrespecti ces will be allocated in s they become available ormation	ve of their subjects. (2 the same procedure. () Places on all course	es of the module with a restrict
12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin	es. (1) among a or of pla oy lot as onal info oad ng cycle	Should the number of a all applicants irrespecti ces will be allocated in s they become available ormation e e: each semester	ve of their subjects. (2 the same procedure. (2.) Places on all course 3) A waiting list will l	es of the module with a restrict be maintained and places re-al
12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin	es. (1) among a or of pla oy lot as onal info oad ng cycle	Should the number of a all applicants irrespecti ces will be allocated in s they become available ormation	ve of their subjects. (2 the same procedure. (2.) Places on all course 3) A waiting list will l	es of the module with a restrict be maintained and places re-al
12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre	es. (1) among a prof pla onal info pad ng cycle ed to in	Should the number of a all applicants irrespecti- ces will be allocated in s they become available ormation e e: each semester LPOI (examination reg	ve of their subjects. (2 the same procedure. (2.) Places on all course 3) A waiting list will l	es of the module with a restrict be maintained and places re-al
12 plac by lot a numbe cated b Additio Worklo 300 h Teachin	es. (1) among a prof pla onal info pad ng cycle ed to in	Should the number of a all applicants irrespecti- ces will be allocated in s they become available ormation e e: each semester LPOI (examination reg	ve of their subjects. (2 the same procedure. (2.) Places on all course 3) A waiting list will l	es of the module with a restrict be maintained and places re-al
12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module	es. (1) among a prof pla opy lot as onal info pad ng cycle ed to in e appea	Should the number of a all applicants irrespecti- ces will be allocated in s they become available ormation e e: each semester LPOI (examination reg	ve of their subjects. (2 the same procedure. (2. ulations for teaching-() Places on all course 3) A waiting list will l	es of the module with a restrict be maintained and places re-al
12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module	es. (1) among a among a or of pla opy lot as onal info oad ng cycle ed to in e appea	Should the number of a all applicants irrespecti- ces will be allocated in s they become available ormation e e: each semester LPO I (examination reg	ve of their subjects. (2 the same procedure. (2. ulations for teaching- ematics (2016)) Places on all course 3) A waiting list will l	es of the module with a restrict be maintained and places re-al
12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master	es. (1) among a or of pla oy lot as onal info onal info	Should the number of a all applicants irrespecti- ces will be allocated in s they become available ormation e e: each semester LPO I (examination reg ars in ee (1 major) Economath	ve of their subjects. (2 the same procedure. (2.) Places on all course 3) A waiting list will l degree programmes)	es of the module with a restrict be maintained and places re-al
12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master	es. (1) among a prof pla ponal info pad ng cycle ed to in e appea d's degre d's degre	Should the number of a all applicants irrespecti- ces will be allocated in s they become available ormation e e: each semester LPOI (examination reg ars in ee (1 major) Economath ee (1 major) Business M	ve of their subjects. (2 the same procedure. (2. ulations for teaching- ematics (2016) lanagement (2015) ness and Economics (2) Places on all course (3) A waiting list will l degree programmes) 2016)	es of the module with a restrict be maintained and places re-al
12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master Master	es. (1) among a among a by lot as onal info onal info on	Should the number of a all applicants irrespecti- ces will be allocated in s they become available ormation e e e e: each semester LPO I (examination reg urs in ee (1 major) Economath ee (1 major) Business M ee (1 major) China Busir	ve of their subjects. (2 the same procedure. (2. ulations for teaching- ematics (2016) lanagement (2015) ness and Economics (2 al Economic Policy (20) Places on all course (3) A waiting list will b degree programmes) 2016) 15)	es of the module with a restrict be maintained and places re-al
12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Master Master Master Master Master Master	ess. (1) : among a pop lot as onal info onal info i info i info i info i info i info i info i info i info i info i info i i info i i i i i i i i i i i i i i i i i i i	Should the number of a all applicants irrespecti- ces will be allocated in s they become available ormation e e e: each semester LPO I (examination reg urs in ee (1 major) Economath ee (1 major) Business M ee (1 major) Internation	ve of their subjects. (2 the same procedure. (2. ulations for teaching- ematics (2016) lanagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20) Places on all course (3) A waiting list will b degree programmes) 2016) 15)	es of the module with a restrict be maintained and places re-al
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12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Teachin Referre Master Master Master Master Master Master Master Master	es. (1) among a among a polal info pad ng cycle ed to in "s degre "s degre "s degre "s degre "s degre	Should the number of a all applicants irrespecti- ces will be allocated in s they become available ormation e e e: each semester LPO I (examination reg urs in ee (1 major) Economath ee (1 major) Business M ee (1 major) Business M ee (1 major) China Busin ee (1 major) Internationa ee (1 major) China Lang ee (1 major) Manageme	ve of their subjects. (2 the same procedure. (2. gulations for teaching- ematics (2016) lanagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20 nt (2018) al Economic Policy (20) Places on all course (3) A waiting list will l degree programmes) 2016) 115) 1016) 118)	es of the module with a restrict be maintained and places re-al
12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Teachin Referre Master Master Master Master Master Master Master Master Master Master Master	ess. (1) : among a polating onal info onal info i seconal info i s	Should the number of a all applicants irrespecti- ces will be allocated in s they become available ormation e e e e e e e e c e c e c e c c e c	ve of their subjects. (2 the same procedure. (2. ulations for teaching- ematics (2016) lanagement (2015) ness and Economics (2 al Economic Policy (20 nage and Economy (20 nt (2018) al Economic Policy (20 ness and Economics (2) Places on all course (3) A waiting list will l degree programmes) 2016) (2016) (2016) (2019)	es of the module with a restrict be maintained and places re-al
12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Master Master Master Master Master Master Master Master Master Master Master Master Master	e appea d's degru s's degru s's degru s's degru s's degru s's degru s's degru s's degru s's degru	Should the number of a all applicants irrespecti- ces will be allocated in s they become available ormation e e: each semester LPO I (examination reg ars in ee (1 major) Economath ee (1 major) Business M ee (1 major) Business M ee (1 major) Internationa ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Busin	ve of their subjects. (2 the same procedure. (2. ulations for teaching- anagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20 ness and Economics (2 uage and Economics (2 uage and Economics (2 uage and Economy (20) Places on all course (3) A waiting list will b (3) A waiting list will b (4) (4) (4) (4) (4) (4) (4) (4) (4) (4)	es of the module with a restrict be maintained and places re-al
12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Master Master Master Master Master Master Master Master Master Master Master Master Master Master Master Master	ess. (1) : among a prof pla onal info pad ng cycle ed to in 's degre 's degre	Should the number of a all applicants irrespecti- ces will be allocated in s they become available ormation e e e e e e e e c e c e c e c c e c	ve of their subjects. (2 the same procedure. (2. ulations for teaching- ematics (2016) lanagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20 ness and Economics (2 uage and Economics (2) Places on all course (3) A waiting list will l (3) A waiting list will l (4) A waiting list will l (4) A waiting list will l (5) A waiting list will l (6) A waiting list will l (6) A waiting list will l (6) A waiting list will l (7) A waiting list will	es of the module with a restrict be maintained and places re-al
12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Teachin Referre Master	ess. (1) : among a polation of pla onal info pad ng cycle ed to in e appea -'s degre -'s degre	Should the number of a all applicants irrespecti- ces will be allocated in s they become available ormation e e e: each semester LPO I (examination reg urs in ee (1 major) Economath ee (1 major) Business M ee (1 major) Business M ee (1 major) China Busin ee (1 major) China Lang ee (1 major) Internationa ee (1 major) Internationa ee (1 major) Internationa ee (1 major) China Busin ee (1 major) China Busin	ve of their subjects. (2 the same procedure. (2. ulations for teaching- ematics (2016) lanagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20 ness and Economics (2 uage and Economics (2 uage and Economics (2 uage and Economy (20 ness and Economy (20) Places on all course (3) A waiting list will l (3) A waiting list will l (4) A waiting list will l (4) A waiting list will l (5) A waiting list will l (6) A waiting list will l (6) A waiting list will l (6) A waiting list will l (7) A waiting list will	es of the module with a restrict be maintained and places re-al

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) exchange program Business Management and Economics (2022)

Module title Abbreviation			Abbreviation			
Risk Ma	Risk Management - Concepts and Systems					
Module	e coord	inator		Module offered by		
	holder of the Chair of Business Management and Corporate Faculty of Management and Economics Finance					
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5		rical grade		• • • •		
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
ments	of oppo stude	ortunity and risk manager	nent in industrial and	d commercial enterp	contents, methods and instru- rises. Systems: The course will nformation systems for risk mana-	
Intende	ed lear	ning outcomes				
Concepts: After completion of the module students have a sound understanding of basic concepts, processes, methods and tools of risk management. They are able to justify the duties and functions of risk management in the company in theory and practice. They can also evaluate proposed solutions for the design of a risk manage- ment system, analyze selected issues of risk management and building on that, develop their own solutions. Sy- stems: After completing this module, students can (i) judge legal, organizational and methodological requirements for the implementation of risk management pro- cesses in a risk management information system (RMIS); (ii) understand the technical basis for RMIS; (iii) estimate the different characteristics of various information systems for the RM; (iv) understand the workings of RMIS. Courses (type, number of weekly contact hours, language — if other than German) V (2) Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English						
credita	creditable for bonus					
Allocation of places						
by lot a numbe	25 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.					
Additional information						
	-					
Worklo	ad					
150 h						
Teachi	ıg cycl	е				
Teachir	ng cycle	e: no courses offered				
Referre	d to in	LPOI (examination regu	lations for teaching-c	legree programmes)		
Module	Module appears in					

Module appears in

Master's with 1 major China Language and Economy	
(2019)	

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

Module title Abbreviation						
		odels for Risk Analysis			12-RM-RA-161-m01	
Module coordinator				Module offered by		
Dean o mics	f the Fa	culty of Business Manag	gement and Econo-	Faculty of Management and Economics		
			Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
Predict der cow their er and cou lue at r finition meters cal ana	Point and interval estimation for the value at risk Point and interval estimation for the conditional value at risk Prediction of value at risk in time series Risk of forecasts in time series, in particular exponential smoothing un- der covariates Conditional heteroscedasticity: ARCH, GARCH, EGARCH, DVEC, BEKK, DCC Aggregated losses and their empirical analysis Empirical analysis of statistical distributions Nonparametric bounds for the value at risk and conditional value at risk Empirical estimation of nonparametric bounds for value at risk and conditional va- lue at risk Market model: definition, derivation, parameters, empirical analysis Capital asset pricing model: de- finition, parameters, empirical analysis Asset portfolios: definition, risk parameters Estimation of portfolio para- meters: variance, value at risk, conditional value at risk, shortfall Optimum portfolios: concepts, theory, numeri- cal analysis					
Intende	ed learı	ning outcomes				
		able to estimate risk me oftware packages and rou				
Course	s (type	, number of weekly conta	act hours, language —	- if other than Germa	n)	
Ü (2) +	V (2)					
		s essment (type, scope, la on on whether module c			tion offered — if not	every seme-
written	examiı	nation (approx. 60 minut	es)			
Allocat	ion of p	olaces				
30 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential considerati- on. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in ac- cordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.						
Additional information						
Workload						
150 h	150 h					
Teaching cycle						
Teaching cycle: winter semester						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module	annea	ors in				
		ee (1 major) Business Inf	ormation Systems (2)	016)		
	-	ee (1 major) Business Ma	•			
	-	ee (1 major) China Busin		2016)		
	-	ee (1 major) China Langu		016)		
	-	ee (1 major) Managemen	t (2018)			
Master's wi (2019)	ith 1 majoi	China Language and Economy		enerated 19-Apr-2025 • exam ECTS) China Language and Ec	-	page 308 / 311
(2019)				Lensy china Language and Lu	2019	



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

Module title Abbreviation			Abbreviation	
Stochastic Models for Risk Assessment				12-RM-RW-161-m01
Module coord	linator		Module offered by	I
Dean of the Faculty of Business Management and Econo- mics		Faculty of Management and Economics		
ECTS Meth	od of grading	Only after succ. con	npl. of module(s)	
5 nume	erical grade			
Duration	Module level Other prerequisites			
1 semester	graduate			
Contents				
modelling: ris peril, loss un ter Classifica tion, risk exp gement: risk control, risk r 31010, COSO assessment:	sk phenomenon, risk ob der risk, profit under ris tion of business risks Ri loration, risk-relevant m minimisation, risk prote nonitoring Norms and s II, AIRMIC, IRM, ALARM	ject, risk variable, risk k, loss variable, profit sk policy, risk manage easurements, risk eva ction, risk avoidance, tandards of risk manag FMEA (Failure Mode ar background, methodo	source, risk factor, r variable, risk distribu ment Risk analysis: r luation, risk assessn risk mitigation, bear gement: ISO 31000, (nd Effect Analysis) as logy, discussion of t	and terminology of stochastic ris isk cause, direct peril, indirect ution, risk indicator, risk parame- risk identification, risk descrip- nent, risk modelling Risk mana- ing of risk, risk prevention Risk ONR 49000 49004, IEC/ISO a tool of risk analysis and risk he FMEA assessment methodo-

gamma, negative Gaussian, Burr, hyperbolic, generalised hyperbolic Elementary stochastic risk measures: variance, standard deviation, signal-to-noise ratio, coefficient of variation, Sharpe ratio, nonconformance probability, expected shortfall, shortfall probability, risk parameters under reference values, Stone family Value at Risk and Conditional Value at Risk: definition, formal representations, values under special probability distributions Axioms of risk measures: distribution invariance, subadditivity, superadditivity, additivity, comonotonous additivity, nonnegative homogeneity, translation invariance, convexity, continuity, coherence

Intended learning outcomes

The student knows the schemes and concepts of risk analysis, risk assessment, risk measurement, and the theoretical background. The student knows the concepts of advanced stochastic risk modeling. In a practical business situation, the student is able to identify an appropriate scheme of risk assessment and corresponding meaningful risk measures.

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

V (2) + Ü (2)

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

written examination (approx. 60 minutes)

Allocation of places

30 places.

Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

Additional information

Workload

Torradu

150 h

Master's with 1 major China Language and Economy
(2019)

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

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

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

Master's degree (1 major) 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) China Business and Economics (2019)

Master's degree (1 major) China Language and Economy (2019)