Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG

Subdivided Module Catalogue
for the Subject

Keine PO-STG-Zuordnung vorhanden

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

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

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

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

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

Conventions

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

Notes

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

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

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

In accordance with

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

ASPO2015

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

09-Sep-2026 (2026-133)

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

The subject is divided into

Abbreviation	Module title	ECTS credits	Method of grading	page
Compulsory Courses (15 ECTS credits)				
China Business and Economics (10 ECTS credits)				
04-CBE1-162-m01	Introduction to China's Economy	5	NUM	7
04-CBE2-162-m01	Methodological Questions of Chinese Economic Research	5	NUM	8
Modern China (5 ECTS credits)				
04-CLE-MC-162-m01	Modern China	5	NUM	24
Compulsory Electives (75 ECTS credits)				
Language and Academic Skills (45 ECTS credits)				
Chinese and Business Chinese (0 or 45 ECTS credits)				
04-CLE1-192-m01	Modern Chinese 1: Intensive Course	5	NUM	14
04-CLE2-192-m01	Modern Chinese 1	10	NUM	15
04-CLE3-192-m01	Modern Chinese 2	10	NUM	16
04-CLE4-192-m01	Modern Chinese 3	10	NUM	17
04-CLE5-212-m01	Commercial Chinese	10	NUM	18
Japanese Language and Chinese Academic Discourse (0 or 45 ECTS credits)				
04-CS-J1-192-m01	Basic Japanese	7	NUM	29
04-CS-J2-192-m01	Japanese for Sinologists	5	NUM	30
04-CLE-AWD1-272-m01	Academic Writing and Discourse 1	3	NUM	21
04-CLE-AWD2-272-m01	Academic Writing and Discourse 2	7	NUM	22
04-CLE-PKU1-272-m01	Recent Questions in China's Academic and Economic Discourse	8	NUM	26
04-CLE-TCC1-272-m01	Transformation in Contemporary China 1	5	NUM	27
04-CLE-TCC2-272-m01	Transformation in Contemporary China 2	5	NUM	28
04-CLE-HI-272-m01	Heritage and Innovation	5	NUM	23
#Advanced Chinese and Academic Discourse (0 or 45 ECTS credits)				
04-CS-MC1-192-m01	Advanced Chinese Texts	7	NUM	31
04-CS-MC2-192-m01	Academic Chinese Texts	5	NUM	32
04-CS-MC3-192-m01	Academic Modern Chinese: Media and Literature	6	NUM	33
04-CLE-AWD1-272-m01	Academic Writing and Discourse 1	3	NUM	21
04-CLE-AWD2-272-m01	Academic Writing and Discourse 2	7	NUM	22
04-CLE-TCC1-272-m01	Transformation in Contemporary China 1	5	NUM	27
04-CS-PKU1-192-m01	China's International Relations	6	NUM	34
04-CS-PKU2-192-m01	China's Contemporary Society	6	NUM	35
China's Economy (20 ECTS credits)				
04-CBE3-212-m01	China in the Global Economy	5	NUM	9
04-CBE6-212-m01	Case Study	5	NUM	10
04-CBE7-212-m01	Chinese Markets	5	NUM	11
04-CBE8-212-m01	Challenges of Sustainable Development in China	5	NUM	12
04-CBE9-212-m01	Current Topics of Chinese Economic Research	5	NUM	13
04-CLE6-1-162-m01	Chinese and Commerce 1	5	NUM	19

04-CLE6-2-162-m01	Chinese and Commerce 2	5	NUM	20
Management and Economics - Subject (10 ECTS credits)				
Marketing (0 or 10 ECTS credits)				
12-M-IMM-262-m01	Sales and Communications Management	5	NUM	66
12-M-SM-262-m01	Marketing Research	5	NUM	77
Finance (0 or 10 ECTS credits)				
12-M-CF2-262-m01	Portfolio and Capital Market Theory	5	NUM	47
12-M-EIFM-262-m01	Efficiently Inefficient Financial Markets	5	NUM	53
Human Resource Management and Organization (0 or 10 ECTS credits)				
12-M-AO-262-m01	Incentives in Organizations	5	NUM	38
12-M-HRM-262-m01	Human Resource Management and Industrial Relations	5	NUM	63
Strategic Entrepreneurship (0 or 10 ECTS credits)				
12-M-UGF1-262-m01	Corporate Entrepreneurship and Innovation	5	NUM	84
12-M-UGF2-262-m01	Corporate Strategy	5	NUM	86
Managerial Accounting (0 or 10 ECTS credits)				
12-M-KOBO-262-m01	Coordination, Budgeting and Incentives in Organizations	5	NUM	70
12-M-INST-262-m01	Strategic Managerial Accounting	5	NUM	67
Logistics and Supply Chain Management (0 or 10 ECTS credits)				
12-M-AOLM-262-m01	Advanced Operations & Logistics Management	5	NUM	40
12-M-GLSC-262-m01	Global Logistics & Supply Chain Management	5	NUM	60
Strategic Corporate Communication (0 or 10 ECTS credits)				
12-M-BUC-262-m01	Communication in Business and Economics	5	NUM	46
12-M-ECC-262-m01	Business Communication in Print, Online and Social Media	5	NUM	52
Taxation (0 or 10 ECTS credits)				
12-M-SP-262-m01	Tax Planning	5	NUM	78
12-M-STB-262-m01	Tax Accounting	5	NUM	80
Accounting (0 or 10 ECTS credits)				
12-M-GA-262-m01	Group Accounting	5	NUM	58
12-M-UA-262-m01	Financial Analysis	5	NUM	83
Enterprise Systems (0 or 10 ECTS credits)				
12-M-GPU-262-m01	Business Software 1: Management and Implementation of Information Systems	5	NUM	61
12-M-ERP-262-m01	Business Software 2: Data-driven Business Process Management and Automation	5	NUM	54
Business Analytics (0 or 10 ECTS credits)				
12-M-DSS-262-m01	Decision Support Systems	5	NUM	50
12-M-BI-262-m01	Analytical Information Systems	5	NUM	45
Electronic Business (0 or 10 ECTS credits)				
12-M-IBS-262-m01	Digital Strategy	5	NUM	65
12-M-MUS-262-m01	Mobile and Ubiquitous Business	5	NUM	71
Artificial Intelligence (0 or 10 ECTS credits)				
12-M-EAI-262-m01	Enterprise AI	5	NUM	51
12-M-ATDS-262-m01	Practical Data Science	5	NUM	41
Data Science in Decision-Making (0 or 10 ECTS credits)				
12-M-BI-262-m01	Analytical Information Systems	5	NUM	45
12-M-PEM-262-m01	Policy and Management Evaluation Methods	5	NUM	74

International Economics (0 or 10 ECTS credits)				
12-M-ITMF-262-m01	International Trade and the Multinational Firm	5	NUM	68
12-M-TP-262-m01	Trade Policy and the World Trading System	5	NUM	81
Strategy, Competition and Policy (0 or 10 ECTS credits)				
12-M-SDC-262-m01	Strategic Decisions and Competition	5	NUM	75
12-M-WPE-262-m01	European Competition Policy	5	NUM	88
Public Finance (0 or 10 ECTS credits)				
12-M-F1-262-m01	Policy of Taxation	5	NUM	56
12-M-F32-262-m01	Social Insurance and the Welfare State	5	NUM	57
Strategic Incentive Design (0 or 10 ECTS credits)				
12-M-AM-262-m01	Advanced Microeconomics	5	NUM	36
12-M-CT-262-m01	Contract Theory	5	NUM	48
Behavioral Economics and Evidence-Based Management (0 or 10 ECTS credits)				
12-M-PEM-262-m01	Policy and Management Evaluation Methods	5	NUM	74
12-M-BEC-262-m01	Behavioral Economics: Foundations	5	NUM	43
Econometrics (0 or 10 ECTS credits)				
12-M-BEC-262-m01	Behavioral Economics: Foundations	5	NUM	43
12-M-OE1-262-m01	Econometrics 1	5	NUM	72
Thesis (30 ECTS credits)				
04-CLE-MT-162-m01	Master-Thesis China Language and Economy	30	NUM	25

Module title			Abbreviation
Introduction to China's Economy			04-CBE1-162-m01
Module coordinator			**Module offered by**
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**	
1 semester	graduate	--	

Contents

China's economic development has been extraordinary over the past decades. The module explores how history, political system, factor endowment and economic policies have contributed to China's development in the past and characterize the economic situation today. It explains how, for example, macroeconomic theory, political economic theory and new institutional economics identify different drivers of and explanations for China's economic development. The module further addresses specific characteristics and problems of the Chinese business landscape and financial sector.

Intended learning outcomes

Students get acquainted with different methods and approaches to explain China's past economic success and current economic situation. Against this background they learn to develop an analytical approach and to structure and write an academic paper on a related topic of interest.

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 semester, information on whether module can be chosen to earn a bonus)

Term paper (approx. 20 pages)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Methodological Questions of Chinese Economic Research			04-CBE2-162-m01
Module coordinator		**Module offered by**	
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**	
1 semester	graduate	--	

Contents

China's size, development trajectory, economic system and business models raise a number of questions with regard to standard economic theory. Therefore this module discusses how China's economy can be grasped with social science and economic research methodologies. At the same time it explores examples how China's case informs and influences economic theory.

Intended learning outcomes

Students practice the application of economic theories to China by discussing relevant research examples and by writing an academic paper that uses a relevant methodological approach to address a topic of interest.

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

S (2)
Module taught in: English and Chinese

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

Term paper (approx. 20 pages)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
China in the Global Economy			04-CBE3-212-m01
Module coordinator		**Module offered by**	
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 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 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 semester, information on whether module can be chosen to earn a bonus)

a) written examination (approx. 60 minutes) or
b) oral examination of one candidate each (approx. 15 minutes)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Case Study			04-CBE6-212-m01
Module coordinator		**Module offered by**	
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

One of the many challenges that foreign businesses face with regard to the Chinese market is to understand the specific challenges that arise from doing business in or cooperating with China and to translate theoretical knowledge into practical strategies and business cases. Therefore, in this module students built upon theoretical and empirical research done by others to jointly develop a project in which they can apply their insight to a specific case. The case topic changes from year to year and is defined after consultation with the students.

Intended learning outcomes

Students understand the differences between markets and business environments. They apply this understanding to a practical case that they collectively analyze within a realistic project. The students learn project management tools to manage the project work themselves with only supportive guidance by the lecturer. Thereby student experience the hurdles of group work and project work. They learn to organize a project within a specific timeframe and to solve related conflicts.

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

S (2)
Module taught in: English and Chinese

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

a) written examination (approx. 60 minutes) or
b) oral examination of one candidate each (approx. 15 minutes) or
c) presentation (approx. 30 to 45 minutes)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Chinese Markets			04-CBE7-212-m01
Module coordinator		**Module offered by**	
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

Doing business in China is different from doing business in other markets, and Chinese competitors often differ in their business strategies from other countries' companies. Therefore, foreign firms expanding to China have to adapt their marketing strategies to Chinese customers and consumers, while Chinese firms expanding globally pose a challenge their foreign competitors while they also have to adapt. Based on academic literature and business examples, the module introduces students to the peculiarities of consumerism and marketing in China as well as business strategies of Chinese firms in global markets.

Intended learning outcomes

Students learn to consider distinct aspects of consumerism and markets in China and their relevance for marketing strategies of foreign firms operating in China. In addition, they understand how the social, political and economic characteristics of the Chinese market influences internationalization strategies of Chinese firms. By combining the outside-in and the inside-out perspective the develop a deep understanding how differences between societies and markets matter for global business.

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 semester, information on whether module can be chosen to earn a bonus)

a) written examination (approx. 60 minutes) or
b) oral examination of one candidate each (approx. 15 minutes)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Challenges of Sustainable Development in China			04-CBE8-212-m01
Module coordinator			**Module offered by**
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

China's economic rise increases the pressure on local and global public goods and changes the setting of global competition. This module interprets these issues as challenges to sustainable development. It addresses the (lack of) environmental and social sustainability of China's growth, as well as countermeasures taken by the Chinese government. In addition, it explores the economic sustainability of China's rise as a question of innovativeness and therefore compares China's national innovation system with those of other economies.

Intended learning outcomes

Students can evaluate economic policies from the perspective of their environmental, social and economic sustainability and assess the external effects of economic policies and development. Through intensive discussions and policy round table simulations they experience the dilemma arising from conflicting policy and business targets. At the same time they identify Chinese company and government strategies to overcome the dilemma.

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 semester, information on whether module can be chosen to earn a bonus)

a) written examination (approx. 60 minutes) or
b) oral examination of one candidate each (approx. 15 minutes)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Current Topics of Chinese Economic Research			04-CBE9-212-m01
Module coordinator		**Module offered by**	
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

Since the late 1970s the on-going process of reform and opening up has brought about great changes for China's economy and society. More than four decades later the pace of development remains high and the People's Republic of China continues to swiftly catch up to the developed industrial nations. This module discusses recent developments and trends that shape China's economy and society today and in the foreseeable future, i.e. the globalization of Chinese companies and brands, questions of innovativeness, digitization and e-commerce, or structural changes.

Intended learning outcomes

Students discuss and evaluate economic and societal developments, based on a selection of primary and secondary sources, against the background of different economic theories. The module enables them to analyze recent developments and identify emerging and future issues in China's rapidly changing economic landscape.

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

S (4)
Module taught in: English and Chinese

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

a) written examination (approx. 60 minutes) or
b) oral examination of one candidate each (approx. 15 minutes)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Modern Chinese 1: Intensive Course			04-CLE1-192-m01
Module coordinator			**Module offered by**
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**	
1 semester	graduate	--	

Contents

The intensive language course (4 weeks) before the beginning of the regular class period in the winter term provides a methodological and practical introduction to the basics of Chinese language and writing.

Intended learning outcomes

Students acquire the foundations of spoken and written Chinese language as well as elementary knowledge of phonetics, orthography, semantics, and lexis of modern Chinese.

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

Ü (6)
Module taught in: Chinese

Method of assessment (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) and oral examination of one candidate each (approx. 5 minutes)
Language of assessment: Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Modern Chinese 1			04-CLE2-192-m01
Module coordinator			**Module offered by**
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)**	
10	numerical grade	04-CLE1	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Based on the intensive language course, active and passive application of the knowledge on Chinese language and script is activated and a vocabulary of ca. 400 characters is reached. First vocabulary of technical langauge is introduced. Chinese phonetics is intensively trained in small groups stressing exact articulation and intonation.

Intended learning outcomes

Students are able to understand and use textbook content on the basis of the knowledge of ca. 400 characters and are able to produce first texts. They avail a solid tonality and pronunciation. Successful participation in the exam on the elementary level of HSK is possible.

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

Ü (6)
Module taught in: Chinese

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

written examination (approx. 90 minutes) and oral examination of one candidate each (approx. 5 minutes)
Language of assessment: Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module title			Abbreviation
Modern Chinese 2			04-CLE3-192-m01
Module coordinator			**Module offered by**
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)**	
10	numerical grade	04-CLE2	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Building on the foundations of Modern Chinese 1 vocabulary is extended to ca. 700 characters and grammatical phenomena are trained by intensive written and oral exercises. Theory and praxis of Chinese grammar is extended by use of textbook and the introduction to further adequate texts and audio material. Written and oral expression is trained to extend active application of learned grammatical phenomena. Basic translation abilities are introduced.

Intended learning outcomes

Students are able to systematically apply grammatical structures based on text based knowledge. They have the ability to reproduce known texts or texts close to the teaching material and to independently formulate compound sentences. They have a good listening comprehension of the textbook material and an active knowledge of ca. 700 Chinese characters. They are able to produce translations within the range of known vocabulary.

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

Ü (6)
Module taught in: Chinese

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

written examination (approx. 90 minutes) and oral examination of one candidate each (approx. 5 minutes)
Language of assessment: Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module title			Abbreviation
Modern Chinese 3			04-CLE4-192-m01
Module coordinator		**Module offered by**	
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)**	
10	numerical grade	04-CLE3	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

The fully integrated obligatory term at Peking University is coordinated with the language teaching at the home institutions and guarantees an intensification of language training and an activation of language competencies. The interaction with further native speakers as teachers and in the Chinese environment helps to put all fields of language knowledge, such as oral expression or reading and writing abilities on a broad basis. Specialized teaching material focuses on the social, regional, cultural and economic context of Peking. Students continue to extend their systematic language training arriving at a vocabulary based on an active knowledge of ca. 1200 Chinese characters. Students learn to distinguish between relevant active and passive vocabulary. Text production and oral presentations are trained beyond the text book content and include complex compound sentences.

Intended learning outcomes

Students have the competence to go beyond text book related Chinese language knowledge and can read natural texts in their field of study based on a knowledge of about 1200 frequently used Chinese characters. Furthermore, students can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party.

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

Ü (6)
Module taught in: Chinese

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

written examination (approx. 90 minutes) and oral examination of one candidate each (approx. 5 minutes)
Language of assessment: Chinese
creditable for bonus

Allocation of places

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Additional information

Courses offered abroad at PKU (ECLC).

Workload

300 h

Teaching cycle

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

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Module title			Abbreviation
Commercial Chinese			04-CLE5-212-m01
Module coordinator		**Module offered by**	
European Chinese Language and Culture Programme (ECLC) at Peking University (PKU)		Institute of East and South Asian Cultural Studies	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
10	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	Courses offered abroad at PKU (ECLC).	

Contents

This module focuses on business Chinese and language skills in the field of economics. Students are systematically introduced to economic vocabulary in Chinese language. They are trained by practical exercises in everyday business situations and by reading texts on current issues on China's economic development. Furthermore, students give presentations on a project including interviews with external partners on business strategies and topics such as marketing.

Intended learning outcomes

The students have vocational language skills in business Chinese and besides a professional terminology are able to actively use ca. 150 relevant phrases.

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

Ü (8)
Module taught in: Chinese

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

written examination (approx. 90 minutes) and oral examination of one candidate each (approx. 5 minutes)
Language of assessment: Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

300 h

Teaching cycle

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

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Module title			Abbreviation
Chinese and Commerce 1			04-CLE6-1-162-m01
Module coordinator			**Module offered by**
European Chinese Language and Culture Programme (ECLC) at Peking University (PKU)			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	Courses offered abroad at PKU (ECLC).	

Contents

Peking University's School of International Studies and Guang Hua School of Economics are among the leading institutes in international relations and economics in the PRC. Students, during their term at ECLC, attend lectures from a choice in English language courses held by a university teacher of these schools on major aspects of China's international relations, such as China's relations with a major power. Thus the students get familiarized with official Chinese positions on international relations and economics issues.

Intended learning outcomes

Students learn to reflect on the different classroom experience and to deal with official Chinese views on political and economic issues appropriately and respectfully. They gain a better understanding of the academic discourse in China.

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

V (3)
Module taught in: English and Chinese

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

a) written examination (approx. 60 minutes) or
b) oral examination of one candidate each (approx. 15 minutes)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Chinese and Commerce 2			04-CLE6-2-162-m01
Module coordinator			**Module offered by**
European Chinese Language and Culture Programme (ECLC) at Peking University (PKU)			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	Courses offered abroad at PKU (ECLC).	

Contents

Peking University's School of International Studies and Guang Hua School of Economics are among the leading institutes in international relations and economics in the PRC. Students, during their term at ECLC, attend lectures from a choice in English language courses held by a university teacher of these schools on major aspects of China's economics, such as current phenomena of China's economy. Thus the students get familiarized with official Chinese positions on international relations and economics issues.

Intended learning outcomes

Students learn to reflect on the different classroom experience and to deal with official Chinese views on political and economic issues appropriately and respectfully. They gain a better understanding of the academic discourse in China.

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

V (3)
Module taught in: English and Chinese

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

a) written examination (approx. 60 minutes) or
b) oral examination of one candidate each (approx. 15 minutes)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Academic Writing and Discourse 1			04-CLE-AWD1-272-m01
Module coordinator			**Module offered by**
--			Institute of East and South Asian Cultural Studies
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
3	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	--	--	

Contents

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Intended learning outcomes

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

S (2)
Module taught in: English and Chinese

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

Term paper (approx. 10 pages)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

90 h

Teaching cycle

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

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Module title			Abbreviation
Academic Writing and Discourse 2			04-CLE-AWD2-272-m01
Module coordinator			**Module offered by**
--			Institute of East and South Asian Cultural Studies
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
7	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	--	--	

Contents

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Intended learning outcomes

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

S (2)
Module taught in: English and Chinese

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

Term paper (approx. 15 pages)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

210 h

Teaching cycle

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

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Module title			Abbreviation
Heritage and Innovation			04-CLE-HI-272-m01
Module coordinator			**Module offered by**
--			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	--	--	

Contents

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Intended learning outcomes

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

S (3)
Module taught in: English and Chinese

Method of assessment (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) individual oral examination (approx. 15 minutes) or
b) written examination (approx. 60 minutes)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Modern China			04-CLE-MC-162-m01
Module coordinator			**Module offered by**
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**	
1 semester	graduate	--	

Contents

Students with a bachelor degree in economics are introduced into key aspects of Chinese Studies, such as an overview of the political system, current events, issues of sicietal development, and an overview on history. They may deepen their knowledge in one of these fields by choosing one class in the BA program Modern China.

Intended learning outcomes

Students recieve an introducction to Chinese Studies and are able to orient themselves in current issues on China and apply them to their further study on economical issues.

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

V (2) + S (2)
Module taught in: English

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

a) written examination (approx. 60 minutes) or
b) oral examination of one candidate each (approx. 15 minutes)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Master-Thesis China Language and Economy			04-CLE-MT-162-m01
Module coordinator			**Module offered by**
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)**	
30	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	unknown	--	

Contents

No information on contents available.

Intended learning outcomes

No information on intended learning outcomes available.

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

No courses assigned to module

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

Master's thesis (approx. 80 pages)
Language of assessment: English

Allocation of places

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Additional information

Time to complete: 6 months.

Workload

900 h

Teaching cycle

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

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Module title			Abbreviation
Recent Questions in China's Academic and Economic Discourse			04-CLE-PKU1-272-m01
Module coordinator			**Module offered by**
--			Institute of East and South Asian Cultural Studies
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
8	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	--	Courses offered abroad at PKU (ECLC)	

Contents

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Intended learning outcomes

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

S (3)
Module taught in: English and Chinese

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

Term paper (approx. 15 pages)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

240 h

Teaching cycle

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

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Module title			Abbreviation
Transformation in Contemporary China 1			04-CLE-TCC1-272-m01
Module coordinator			**Module offered by**
--			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	--	--	

Contents

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Intended learning outcomes

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

S (3)
Module taught in: English and Chinese

Method of assessment (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) individual oral examination (approx. 15 minutes) or
b) written examination (approx. 60 minutes)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Transformation in Contemporary China 2			04-CLE-TCC2-272-m01
Module coordinator			**Module offered by**
--			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	--	--	

Contents

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Intended learning outcomes

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

S (3)
Module taught in: English and Chinese

Method of assessment (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) individual oral examination (approx. 15 minutes) or
b) written examination (approx. 60 minutes)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Basic Japanese			04-CS-J1-192-m01
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)**	
7	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

The course is designed for students with proficiency in the Chinese language and overall knowledge of China's history, culture and political situation based on their BA training with a Chinese language background. It offers a research-oriented, compact introduction into the basics of the Japanese language (passive and active), including hiragana and katakana writing systems as well as Chinese-based literary Japanese (kanbun), as well as grammar and vocabulary training and reading exercises. Furthermore, the basic compact course especially considers China-related reference books and other resources, providing initial training in using Japanese-language sinological resources.

Intended learning outcomes

Students' knowledge of modern Chinese allows for compact, effective and systematic introduction to Japanese grammar and vocabulary/pronunciation, providing them with working ability for independent research with Japanese sources and basic vocabulary for communication with Japanese scholars on an academic level.

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

Ü (5)
Module taught in: English and Japanese

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

written examination (approx. 120 minutes)
Language of assessment: English and Japanese
creditable for bonus

Allocation of places

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Additional information

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Workload

210 h

Teaching cycle

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

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Module title			Abbreviation
Japanese for Sinologists			04-CS-J2-192-m01
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

The module offers a specialized application of the basic courses Japanese language knowledge on sinological content. It introduces Japanese-language commentaries and Chinese-language texts by Japanese scholars, especially in the Japanese Kanbun tradition and research with digital resources such as Tôyôgaku bunken ruimoku (Kyôto University), CiNii (National Institute of Informatics, Japan), etc

Intended learning outcomes

The module enables students to independently work with Japanese-language commentaries and Chinese-language texts by Japanese scholars, especially in the Japanese Kanbun tradition and with up to date digital resoruces.

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

Ü (4)
Module taught in: English and Japanese

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

written examination (approx. 120 minutes)
Language of assessment: English and Japanese
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Advanced Chinese Texts			04-CS-MC1-192-m01
Module coordinator		**Module offered by**	
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
7	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Based on an intermediate level of modern Chinese required for admission to Chinese Studies, students will receive language training aiming at an advanced academic level of Chinese language. This entails harmonizing international students' Chinese language level in the first term, expansion of academic vocabulary, reading and writing of academic texts and oral presentations.

Intended learning outcomes

Students are able to read, understand, analyze and synthesize academic texts in written and oral modern Chinese. They are furthermore capable of presenting complex arguments in written and oral presentations.

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

Ü (5)
Module taught in: English and Chinese

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

written examination (approx. 120 minutes)
Language of assessment: Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

210 h

Teaching cycle

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

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Module title			Abbreviation
Academic Chinese Texts			04-CS-MC2-192-m01
Module coordinator		**Module offered by**	
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Students are familiarized with academic texts in modern Chinese language. Analysis of texts in their linguistic context aims at strengthening of stylistic competences. Students synthesize analyzed texts in written essays and oral presentations.

Intended learning outcomes

Students understand various dimensions of academic texts and can analyze nuances of modern Chinese language. They are familiar with technical terminology in their field of current societal debates and specific sinological research.

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

Ü (4)
Module taught in: English and Chinese

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

written examination (approx. 120 minutes)
Language of assessment: Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Academic Modern Chinese: Media and Literature			04-CS-MC3-192-m01
Module coordinator		**Module offered by**	
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
6	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Students are familiarized with complex media and literary texts in modern Chinese language. Analysis of texts in their linguistic context aims at strengthening of stylistic competences. Students synthesize analyzed texts in written essays and oral presentations.

Intended learning outcomes

Students understand various dimensions of complex literary and media texts and can analyze nuances of modern Chinese language. They are familiar with technical terminology in their field of current societal debates and specific sinological research.

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

Ü (4)
Module taught in: English and Chinese

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

written examination (approx. 120 minutes)
Language of assessment: Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

180 h

Teaching cycle

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

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Module title			Abbreviation
China's International Relations			04-CS-PKU1-192-m01
Module coordinator		**Module offered by**	
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
6	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Peking University's School of International Studies is among the leading institutes in international relations in the PRC. Students, during their term at ECLC, attend a lecture of their choice in Chinese language held by a university teacher of this school on one major aspect of China's international relations, such as China's relations with a major power, or with the nations of one continent, and based on the present global situation and recent developments. Thus the students get familiarized with official Chinese positions on international relations issues. Since attending a lecture in Chinese language along with Chinese students and regardless of their limited language skills is a considerable challenge to most students, they are offered additional support through a tutorial that reviews and further deepens the contents of each lecture and pays special attention to the systematic development of the required specific terminology.

Intended learning outcomes

Students further increase their real-time listening comprehension skills, and in particular their abilities in following and appropriately understanding a lecture in Chinese language. They continuously develop their Chinese vocabulary and terminology on issues of international relations. They learn to reflect on the different classroom experience and to deal with official Chinese views on political issues appropriately and respectfully. They enhance their learning progress through the support from a voluntary tutorial.

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

S (3)
Module taught in: Chinese

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

Term paper (approx. 15 pages)
Language of assessment: Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

180 h

Teaching cycle

Teaching cycle: Courses offered abroad at PKU (ECLC).

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

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Module title			Abbreviation
China's Contemporary Society			04-CS-PKU2-192-m01
Module coordinator		**Module offered by**	
holder of the Chair of Contemporary Chinese Studies		Institute of East and South Asian Cultural Studies	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
6	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Peking University's Institute for Sociology and Anthropology is among the leading institutes in social sciences in the PRC. Students, during their term at ECLC, attend a lecture of their choice in Chinese language held by a university teacher of this institute on one major aspect of China's contemporary society, such as social stratification or social mobility, and based on the present situation and recent developments. Thus the students get familiarized with official Chinese positions on contemporary societal issues. Since attending a lecture in Chinese language along with Chinese students and regardless of their limited language skills is a considerable challenge to most students, they are offered additional support through a tutorial that reviews and further deepens the contents of each lecture and pays special attention to the systematic development of the required specific terminology.

Intended learning outcomes

Students further increase their real-time listening comprehension skills, and in particular their abilities in following and appropriately understanding a lecture in Chinese language. They continuously develop their Chinese vocabulary and terminology on issues of the contemporary society. They learn to reflect on the different classroom experience and to deal with official Chinese views on political issues appropriately and respectfully. They further enhance their learning progress through the support from a voluntary tutorial.

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

S (3)
Module taught in: Chinese

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

Term paper (approx. 15 pages)
Language of assessment: Chinese
creditable for bonus

Allocation of places

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Additional information

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Workload

180 h

Teaching cycle

Teaching cycle: Courses offered abroad at PKU (ECLC).

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

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Module title	Abbreviation
Advanced Microeconomics	12-M-AM-262-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In a nutshell, microeconomic theory considers the behavior of individual economic agents and builds from this foundation to a theory of aggregate economic outcomes, which then can be applied for conducting welfare analysis and giving policy advice. This lecture addresses the core building block of this thought complex: individual decision making and behavior. Specifically, students will come to understand in detail the standard models of riskless consumer choice, choice under risk and intertemporal choice and learn about the empirical challenges and limitations of these models.

Throughout the lecture, we will work with precise mathematical formalizations of the ideas that we want to think and talk about. In consequence, a solid understanding of the mathematical toolbox of standard microeconomics (e.g., differential calculus and constrained optimization; basic set theory; integration by parts) will be helpful as it will allow to focus on the underlying economic intuition. However, every required mathematical concept will be introduced and explained along the way, such that a strong interest in formal economic analysis is more important than an advanced mathematical background.

The exposition is primarily based on the standard graduate textbooks

- Mas-Colell, Whinston and Green (1995): "Microeconomic Theory"
- Jehle and Reny (2001): "Advanced Microeconomic Theory"

Intended learning outcomes

After completing the course students will be able to
- explain essential findings of microeconomic theory,
- apply the involved methods to given stylized examples on their own,
- recognize in which real life situations and how the results can be applied.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title	Abbreviation
Incentives in Organizations	12-M-AO-262-m01

Module coordinator	Module offered by
holder of the Chair for Human Resource Management and Organisation	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Based on the classical principal-agent theory, this course discusses methodological and empirical aspects of incentives in organisations. It uses contents from advanced text books and original (mainly empirical) research articles.

Outline of syllabus
1. Principal-agent theory
2. Do top managers earn too much? (application)
3. Performance-based payment
4. Implementation of performance-based payment in companies (application)
5. Seniority payment (with application)
6. Financial incentives to work after retirement (with application)
7. Wage bargaining (with application)
8. Efficiency wages (with case study)
9. Team incentives (with case study)

Literature
Milgrom and Roberts (1992), Economics, Organisation and Management, London.
Mishel and Sabadish (2013), CEO Pay in 2012 was extraordinarily high, EPI Issue Brief 367, Washington DC.
Fabbri and Marin (2016), What Explains the Rise in CEO Pay in Germany? A Panel Data Analysis for 1977-2009, Scandinavian Journal of Economics 118(2),235-263.Lazear (2000), Performance Pay and Productivity, American Economic Review 90, 1346-1361.
Lazear (1979), Why is there mandatoryretirement? Journal of Political Economy 87, 1261-1284. Hutchens (1989), Seniority, Wages and Productivity: A Turbulent Decade, Journal of Economic Perspectives 3 (4), 49-64.
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Intended learning outcomes

Students acquire a working knowledge of key incentive models models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.

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

Contents

The course "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies.

Intended learning outcomes

After completing this course students can
(i) analyze and evaluate integrated production and logistics systems;
(ii) develop and apply appropriate methods to plan complex production and logistics systems;
(iii) evaluate the consequences of uncertainties in processes, and
(iv) apply concepts and methods to plan uncertainties processes.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

--

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 title			Abbreviation
Practical Data Science			12-M-ATDS-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

In this course, students work on advanced data science projects. The course covers the entire data science workflow from data collection to data preparation to modeling, evaluation and deployment. By following a top-down teaching approach, students are enabled to apply complex machine learning models from the beginning.

Intended learning outcomes

As part of the course work, students will acquire knowledge and skills in the following areas:
1. Becoming familiar with the principles and frameworks in the research area of Data Science.
2. Apply machine learning and deep learning frameworks to structured and unstructured data
3. Design, implementation and evaluation of key algorithms within an end-to-end workflow in the field of Data Science
4. Application of Jupyter notebooks and their infrastructure (collection, storage, retrieval, and analysis of data)
5. Understanding of a data-driven & analytical approach to decision problems

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

Number of places: 35.
WA:
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration.
a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules.
b. When places are allocated in accordance with b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses.
c. Among applicants with the same average grade, places will be allocated by lot.
(2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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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 title	Abbreviation
Behavioral Economics: Foundations	12-M-BEC-262-m01

Module coordinator	Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Behavioral economics refers to the field of research which, inspired by numerous documented deviations from the rational behavior assumed in neoclassical analysis, tries to improve the psychological realism of the idea of man in economics by incorporating insights from psychology into traditional economic analysis. In this course, students will become familiar with several of the most influential behavioral-economic theories of individual and strategic decision-making, which allow to explain a plethora of empirically documented deviations from the neoclassical model. These include departures from the assumptions of selfishness, time consistency, as well as rationality and rational expectations. The discussed behavioral-economic theories usually contain the neoclassical standard model as a special case and, therefore, are to be considered as extensions of rather than alternatives to the neoclassical model. While this lecture focuses on theories of individual decision-making, we will explore the implications of these theories also in the context of market settings and economic games. All necessary ideas and concepts will be introduced and discussed throughout the course. Nevertheless, as behavioral economics represents an extension of the neoclassical model, a solid understanding of the latter will be helpful. Consequently, students who completed advanced classes in microeconomics or game theory will most likely benefit most from this course.

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"

Intended learning 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 semester, information on whether module can be chosen to earn a bonus)

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Analytical Information Systems			12-M-BI-262-m01
Module coordinator			**Module offered by**
holder of the Chair of Business Analytics			Faculty of Management and Economics
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

The course provides a comprehensive introduction to data management, statistical methods, and machine learning. The module covers topics such as SQL, data integration, streaming data, and various learning methods in artificial intelligence, including neural networks.

Intended learning outcomes

- Understand data management, including data entry, annotation, and manipulation.
- Learn general statistical techniques for data inspection, exploration, and analysis.
- Effectively use machine learning approaches to perform predictive analytics.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title			Abbreviation
Communication in Business and Economics			12-M-BUC-262-m01
Module coordinator		**Module offered by**	
holder of the Professorship of Economic Journalism		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

The lecture names introductory relevant communication models. Furthermore, the theoretical models of PR are discussed. The added value of communication for companies, business, politics, and science is explained. The discrepancy between journalism and PR is discussed, as well as the basic elements, instruments, goals, and forms of PR. The preparation and implementation of press meetings, conferences, campaigns, and events will be systematically explained, and the central aspects of corporate communications will be outlined. The exercise deals with the practical implementation of journalistic styles in the various media and provides an overview of the possibilities and concepts of PR work across different media and target groups.

Intended learning outcomes

After participating in the module courses, students are able to understand and apply PR and its forms, elements as well as methods and in a holistic context. Students learn professional competencies in the field of (business) communication with regard to reflection, argumentation, and exchange as a PR consultant in different areas. In addition, students will be able to apply concrete PR instruments in practice and prepare them professionally.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Portfolio and Capital Market Theory			12-M-CF2-262-m01
Module coordinator			**Module offered by**
holder of the Chair of Business Management and Corporate Finance			Faculty of Management and Economics
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

This module conveys profound knowledge of individual portfolio choices and on this basis the most important capital market theory (namely capital asset pricing model) is introduced, including its assumptions, implications and extensions. Syllabus:

1. Modern Portfolio Selection
   1. 2 Asset-Case
   2. Multiple-Asset-Case
   3. Critique of Portfolio Theory
2. Capital Asset Pricing Model
   1. Assumptions and Derivation
   2. Implications
3. Empirical Aspects, Extensions and Alternatives

Intended learning outcomes

This module enables the students
(i) to explain and to determine the optimal capital market position of an investor given the different investment opportunities and individual utility function;
(ii) to understand and use the central CAPM propositions for valuating risky assets.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title	Abbreviation
Contract Theory	12-M-CT-262-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of "moral hazard" (i.e., situations where one party has private knowledge after a contract has been signed) and "adverse selection" (i.e., situations where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws.

Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving.

The exposition is primarily based on the following textbook: Laffont and Martimort (2002): "The Theory of Incentives"

Intended learning outcomes

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.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload
150 h
Teaching cycle
Teaching cycle: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Decision Support Systems			12-M-DSS-262-m01
Module coordinator			**Module offered by**
holder of the Chair of Business Analytics			Faculty of Management and Economics
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools (Python).

Intended learning outcomes

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, integer, non-linear, stochastic, dynamic)
- Implement decision support systems

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title	Abbreviation
Enterprise AI	12-M-EAI-262-m01

Module coordinator	Module offered by
holder of the Chair of Business Informatics and AI for Enterprise	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

Introduction to Enterprise AI
Business Requirements for AI Systems
ML Ops I: Data Engineering
ML Ops II: Obtaining Training Data
ML Ops III: Data Preprocessing
ML Ops IV: Feature Engineering
ML Ops V: Modeling & Evaluation
ML Ops VI: Deployment
ML Ops VII: System Monitoring
ML Ops VIII: Updating in Production
Instrastructure and Tools
Managing Machine Learning Teams

Intended learning outcomes

In this course, you will learn the fundamentals for developing, deploying and maintaining machine learning systems in companies (MLOps). This includes an understanding of the associated IT infrastructure as well as staffing and organizational forms for managing machine learning and data science teams.

You will refine and test your skills by practicing the theoretical concepts during exercise sessions. This includes a team project, where you and your peers will develop and deploy your own machine learning system.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
Assessment offered: In the semester in which the course is offered
creditable for bonus

Allocation of places

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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 title			Abbreviation
Business Communication in Print, Online and Social Media			12-M-ECC-262-m01
Module coordinator		**Module offered by**	
holder of the Professorship of Economic Journalism		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

This module focuses on the relationship of offer characteristics with benefit aspects for the end consumer and the business models on the part of the providers. Starting from the basics of editorial work and professional text management, the new forms of communication management in social networks are presented. The focus of the lecture is on the use of social media in campaigns (Facebook, Twitter, Instagram, Tiktok). There will also be exercises on various Web 2.0 applications (e.g. online social networks) and on the collection and interpretation of online market research data. Crisis communication of companies will also be covered – in particular opinion-makers on the web as well as protest culture on the web.

Intended learning outcomes

By participating in the module courses, students acquire job-specific skills in research and interviewing. Students are able to collect and organize information according to criteria of topicality and relevance. In addition, students are taught journalistic expertise so that they are able to recognize the forms of presentation of news, reports, and background reports with their media characteristics and communicative functions in different media genres and create them themselves. Students will be able to prototype and design a social media campaign, describe the editorial and technical approach including feedback, response, and customer engagement. In addition, students will be able to design counter-strategies for corporate communication crises.

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

V (2) + Ü (2)
Module taught in: German and/or English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Efficiently Inefficient Financial Markets			12-M-EIFM-262-m01
Module coordinator			**Module offered by**
--			Faculty of Management and Economics
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	--	--	

Contents

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Intended learning outcomes

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Business Software 2: Data-driven Business Process Management and Automation			12-M-ERP-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

The course comprises four main parts:
- Business Process Management
- Modern Data Management
- Process Mining
- Process Automation

In addition to the lectures, students have the opportunity to engage with fundamental research papers on Business Process Management and gain practical experience by solving a case study based on real event logs.

Intended learning outcomes

The module "Business Software 2: Data-driven Business Process Management and Automation" aims to achieve the following learning outcomes:
1. Understanding of Business Process Management: Upon completion of the course, students will be able to articulate the fundamental theories and practical methodologies of Business Process Management. This includes the ability to analyze, redesign, and implement improved business processes both manually and using automated tools.
2. Application of Modern Data Management Techniques: Students will acquire competencies in modern data management practices that are essential for real-time decision-making in business contexts.
3. Conducting Process Mining: Students will develop skills in process mining, enabling them to extract data from event logs and analyze this information to uncover inefficiencies and opportunities within business processes. They will learn to apply process mining tools and techniques to real datasets, interpret results, and propose actionable improvements.
4. Implementation of Process Automation Solutions: The course equips students with the knowledge and skills to automate business processes using industry-standard automation software such as UiPath. Students will learn to identify suitable processes for automation, design automation workflows, and implement these systems to enhance operational efficiency.
5. Engagement in Scientific Research and Practical Application: Students will expand their academic and practical understanding by engaging with fundamental research papers in the field of Business Process Management. They will also gain practical experience through case studies and hands-on projects, allowing them to effectively apply theoretical knowledge to solve real-world problems.
6. Development of Professional Competencies: Throughout the course, students will develop a range of professional skills, including critical thinking, problem-solving, teamwork, and effective communication. These competencies are crucial for successful career development in Business Process Management and related fields.

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

V (2) + Ü (2)
Module taught in: German and/or English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus

Allocation of places
50 places. WM1: Should the number of applications exceed the number of available places, places will be allocated as follows: 1) Master's students of Information Systems, Management and Economathematics will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.
Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Policy of Taxation			12-M-F1-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Public Finance		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Description:
In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Reading: lecture notes provided by Chair.

Contents:
1. Fiscal harmonisation system in Germany
2. Mechanics and problems of the VAT system
3. Tax incidence analysis
4. Income tax code
5. Taxation of married couples and families
6. Taxation and household decisions

Intended learning outcomes

After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induiced distortions of individual decisions using simple partial equilibrium models.

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

V (2) + Ü (2)
Module taught in: German and/or English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
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)

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Module title			Abbreviation
Social Insurance and the Welfare State			12-M-F32-262-m01
Module coordinator			**Module offered by**
--			Faculty of Management and Economics
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	--	--	

Contents

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Intended learning outcomes

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

--

Additional information

--

Workload

150 h

Teaching cycle

--

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

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Module title			Abbreviation
Group Accounting			12-M-GA-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

As businesses expand, the complexity of managing and reporting financial information across multiple subsidiaries and countries increases dramatically. Group accounting is crucial for companies operating on a large scale, as it involves consolidating diverse financial data into a single, cohesive set of financial statements that reflect the financial status of the entire corporation. This module covers the necessary knowledge to prepare and interpret consolidated financial statements under the International Financial Reporting Standards (IFRS). We will discuss the basic principles of group accounting and provide in-depth knowledge of the relevant standards. Students get to know the different types of mergers, acquisitions, and investments and the accounting methods needed to inform stakeholders about these activities. Students learn why consolidated financial statements are relevant and how the consolidation process works. In addition, we cover various recent topics in group accounting, e.g., the treatment of goodwill and why regulating it is becoming increasingly difficult.

Outline
- Economic principles of group accounting
- Scope of consolidation
- Preliminary measures
- Capital consolidation
- Debt consolidation
- Consolidation of revenues and expenses
- At-equity consolidation

Intended learning outcomes

Upon completion of this module, students will be able to:
- Explain the essential concepts and elements of group accounting;
- Prepare consolidated financial statements and solve relevant consolidation issues;
- Recognize the necessity of consolidated financial statements and critically evaluate consolidated financial statements.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Global Logistics & Supply Chain Management			12-M-GLSC-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.

Intended learning outcomes

After completing this course students can
(i) analyze and evaluate global production networks;
(ii) develop and apply appropriate methods to plan production networks;
(iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Business Software 1: Management and Implementation of Information Systems			12-M-GPU-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

The module offers a comprehensive insight into the world of Enterprise Resource Planning (ERP) systems. ERP systems are central building blocks in modern business management and play a crucial role in the integration of business processes, data management and decision-making. This module is divided into three sections, each of which focuses on practical applications and examples in addition to theory.

- Section 1: ERP selection process with application examples of two ERP systems: The first part of the module is dedicated to the complex process of selecting a suitable ERP system for a company. Students are familiarized with proven methods and tools that are used in the evaluation of ERP systems. Using case studies, students compare two different ERP systems and apply the selection process in a real-life environment.
- Section 2: Low-code and no-code systems with application examples: In this part, students are familiarized with low-code and no-code platforms that enable the efficient development of individual ERP applications. The focus is on dealing with a specific software solution from a leading company in this field. Students learn the basics of these platforms and create their own applications in order to experience the advantages of low-code and no-code approaches in practice.
- Section 3: Customizing ERP software using the example of SAP S/4HANA: In the final part, students learn the basics of customizing ERP software. The focus is on the world's leading ERP system SAP S/4HANA. Students are enabled to adapt SAP S/4HANA to the specific requirements of a company. Practical exercises and case studies enable students to apply customizing techniques in real-life scenarios.

In addition to the theoretical information presented in the lecture, the exercises offer the opportunity to access the ERP systems and deal with the respective software in a practical way by means of extensive case studies.

Intended learning 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 operations.
3. Selection and Customizing of ERP Systems: Students develop skills to evaluate, select, and adapt ERP systems to meet business needs.
4. Implementation of Business Processes: Students gain practical experience in independently implementing business processes in ERP and low-code/no-code platforms, and learn practical ERP customizing.

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

V (2) + Ü (2)
Module taught in: German and/or English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus

Allocation of places
50 places. WM1: Should the number of applications exceed the number of available places, places will be allocated as follows: 1) Master's students of Information Systems, Management and Economathematics will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.
Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title	Abbreviation
Human Resource Management and Industrial Relations	12-M-HRM-262-m01

Module coordinator	Module offered by
holder of the Chair for Human Resource Management and Organisation	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

The lecture "Human Resource Management and Industrial Relations" introduces advanced theories, estimation techniques and empirical results from the areas of human resources management and institutional frameworks such as ithe different actors in ndustrial relations.

Syllabus
Introduction: Human Resource Management & Industrial Relations
Chapter 1: The employment contract
Chapter 2: Motivation
Chapter 3: Employee resistance against reorganisations
Chapter 4: The role of works councils
Chapter 5: Works councils and the employer wage structure
Chapter 6: The behaviour of labour unions
Chapter 7: Credentials and signaling
Chapter 8: Demographic challenges of HRM

Literature
Milgrom, Roberts (1992), Economics, Organization and Management, Prentice Hall, Englewood Cliffs
Picot, Dietl, Franck, Fiedler, Royer (2015), Organisation – Theorie und Praxis aus ökonomischer Sicht, 7. Auflage, Schäffer Poeschel, Stuttgart
Zwick (2003), Empirische Determinanten des Widerstandes von Mitarbeitern gegen Innovationen, Schmalenbachs Zeitschrift für betriebswirtschaftliche Forschung 55, 45-59
Freeman, Lazear (1995), An Economic Analysis of Works Councils, in Rogers, Streeck (eds.), Works Councils, Chicago, 27-50
Addison, Teixeira, Zwick (2010), Works Councils and the Anatomy of Wages, Industrial and Labor Relations Review 63 (2), 240-273
Atherton (1973), Theory of Union Bargaining Goals, Princeton University Press, Princeton, NJ.
Garibaldi (2006), Personnel Economics in Imperfect Labour Market, Oxford University Press, Oxford (chapter 6).
Mohrenweiser, Wydra-Somaggio, Zwick (2020), Information advantages of training employers despite credible training certificates, Oxford Economic Papers 72(3), 651-671.
Malmberg, Lindh, Halversson (2008), Productivity consequences of workforce aging: Stagnation or Horndal effect. In Prskawetz, Bloom, Lutz (eds.), Population and Development Review, Population Ageing, Human Capital Accumulation, and Productivity Growth (suppl. to Vol. 34), 238-256

Intended learning outcomes

The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.

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

V (2) + Ü (2)
Module taught in: English

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

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

b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus
Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Digital Strategy			12-M-IBS-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

The module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.

Intended learning outcomes

- Become familiar with theoretical concepts of strategy development and implementation in the e-business context
- Understand the strengths and weaknesses of different frameworks and approaches as well as the prerequisites for their meaningful application
- Apply the concepts to case studies and derive action-oriented recommendations from them
- Learn how to transfer the concepts to other entrepreneurial situations from their studies or work

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Sales and Communications Management			12-M-IMM-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

This course provides students with a comprehensive understanding of sales strategies and communication techniques that are essential for success in today's dynamic business environment. By looking at sales management, including the design of sales structures, strategic management and human resource management, as well as communication management, which includes traditional and digital means of communication, students will gain a comprehensive overview of the relevant subject areas.

Rough course structure:
- Sales management:
- Designing the sales structure
- Strategic sales management
- Management of sales staff
- Communication management:
- Traditional communication tools (e.g. TV, flyers)
- Digital communication tools (e.g. social media marketing; search engine marketing, display advertising)
- Systematic channel integration

Intended learning outcomes

Through theoretical understanding and practical application, students will develop proficiency in strategic and operational sales management and the utilization of diverse communication instruments to achieve organizational objectives and maximize market impact.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module title			Abbreviation
Strategic Managerial Accounting			12-M-INST-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

The module focuses on accounting instruments, which are applied in the context of strategic management of enterprises. First, it addresses important drivers of strategic decisions from a microeconomic perspective, such as the emergence of cost and quality advantages in competition as well as scale and experience curve effects. Second, the module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle cost analysis, benchmarking and business wargaming are discussed with regard to their theoretical foundation and fields of application.

Intended learning outcomes

Initially, students acquire an understanding of economic drivers of strategic decisions as well as fundamental requirements concerning instruments of decision-making and behavior control in enterprises. Upon completion of the course, they are able to analyze and evaluate the strengths and weaknesses, as well as fields of application and limitations, of prevalent instruments of strategic corporate management used in practice. Additionally, they develop competences in the design and further development of strategic instruments.

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

V (2) + Ü (2)
Module taught in: German and/or English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title			Abbreviation
International Trade and the Multinational Firm			12-M-ITMF-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of International Economics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Content
The lecture starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms. [If time permits the Armington model and the standard neoclassical model will be addressed.]

Outline
I Ricardian Trade Theory
II Heckscher-Ohlin Trade Theory
III New Trade Theory: Intra-Industry Trade, Increasing Returns to Scale, Imperfect Competition
IV Firm Heterogeneity, Trade and FDI
V The Multinational Firm

Literature:
The module draws heavily on articles from scholarly journals and handbooks.
A detailed list of references with further references, notably journal articles, is provided with each chapter of the lecture.
Material from the following books is also used:

Helpman, E. (2011). Understanding Global Trade. Princeton University Press.
Feenstra, R.C. (2016). Advanced International Trade. Theory and Evidence. Princeton University Press, Second Edition
Caves, R., R.W. Jones and J.A. Frankel (2007). World Trade and Payments. Addison Wesley
Bhagwati, J., A. Panagariya and T. N. Srinivasan (1998). Lectures on International Trade. Second Edition. MIT Press
Gandolfo, G. (1998). International Trade Theory and Policy. Springer-Verlag, Berlin and New York
Markusen, J.R., J.R. Melvin, W.H. Kaempfer, K. E. Maskus (1995). International Trade. McGrawHill
Barba Navaretti, G. and A.J. Venables (2004). Multinational Firms in the World Economy. Princeton University Press

Intended learning outcomes

The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening of the international division of labor, in particular the repercussions of the global economy on national economies.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English

Assessment offered: In the semester in which the course is offered creditable for bonus
Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Coordination, Budgeting and Incentives in Organizations			12-M-KOBO-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

This module focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

Intended learning outcomes

Initially, students acquire an understanding of the necessity of behavioral control in enterprises. Upon completion of the course, they are able to analyze and evaluate requirements and effects of instruments used for behavioral control. Additionally, they develop competences for deployment, structure and development of coordination tools.

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

V (2) + Ü (2)
Module taught in: German and/or English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Mobile and Ubiquitous Business			12-M-MUS-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

The module provides an overview of technologies and business applications of mobile networks, end devices, applications (including mobile commerce and payment) through to smart objects in a future "Internet of Things". Basic concepts and their use in practice are illustrated using numerous examples. In the accompanying exercise, corresponding case study texts are analyzed and discussed.

Intended learning outcomes

- Understanding the technological foundations and capabilities of mobile and ubiquitous systems and their integration into existing IS infrastructures
- Analyzing business applications in processes, products/services, and business models
- Analysis and evaluation of the operational and strategic implications of such technologies from a management perspective
- Application of the learned concepts to real management challenges based on case studies

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title			Abbreviation
Econometrics 1			12-M-OE1-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Econometrics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Description:
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

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

Intended learning outcomes

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.
The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: each semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title	Abbreviation
Policy and Management Evaluation Methods	12-M-PEM-262-m01

Module coordinator	Module offered by
holder of the Chair of Data Science in Business and Economics	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This course offers an introduction to the fundamentals of causal inference and to widely used research designs in the social sciences. In the first part a framework for understanding causality is introduced. Specifically, the epistemological differences between association, intervention and counterfactuals are explained. Then it is shown why experiments are paramount in generating causal knowledge and which assumptions are needed for which level of the causal hierarchy. Finally, we will discuss two widely used approaches to causality in the social sciences, i.e. potential outcomes and directed acyclic graphs.

The second part is devoted to the research designs regressions analysis, difference-in-differences, instrumental variables, and regression discontinuity. The emphasis is how these research designs are for example applied to answer important questions in labour economics such as the effects of a minimum wage increase on employment or the effect of children on female labour supply and wages.

The assumptions each research design requires in order to identify a causal effect will be at center stage of the lecture. Therefore the emphasis is to teach students *what* one needs to estimate in order to answer a given question. Further, the research designs are discussed such that students will be able to evaluate and apply these research designs to other questions and fields.

Intended learning outcomes

At the end of the course, students should be able to understand basic concepts and methods of causal inference, as well as read, interpret, and assess the credibility of scientific publications. In addition, the course serves as preparation for advanced statistics and econometrics courses.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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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 title			Abbreviation
Strategic Decisions and Competition			12-M-SDC-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Industrial Economics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

1. Strategic situations and decision making

2. Analyzing strategic situations with game theory

1. Noncooperative simultaneous move games
2. Nash equilibrium
3. Models of oligopoly markets

3. Dynamic Games

1. Two(-multi) stage games and subgame perfect equilibrium
2. Role of commitment in dynamic situations
3. Models of advertising
4. Wage bargaining and unions

4. Repeated Games

1. Emergence of coordination in long interactions
2. Collusion between competing firms
3. Time consistent monetary policy

5. Static games of incomplete Information

1. Bayesian Nash equilibrium
2. Auctions

6. Dynamic games of incomplete information

1. Moral hazard and nonlinear pricing
2. Perfect Bayesian equilibrium
3. Signalling games
4. Job-market signalling
5. Corporate investment and capital structure

Intended learning outcomes

After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2) Module taught in: English
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 to 120 minutes) or b) portfolio (approx. 50 hours total) Language of assessment: English creditable for bonus
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title	Abbreviation
Marketing Research	12-M-SM-262-m01

Module coordinator	Module offered by
holder of the Chair of Business Administration and Marketing	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

This course provides students with a comprehensive understanding of the principles and processes of conducting effective marketing research. This includes, for example, understanding latent constructs, designing data collection methods and questionnaires, and setting up experiments. In addition, students will learn techniques for data analysis and interpretation using SPSS, covering univariate, bivariate and multivariate analysis methods to derive actionable insights from the research results.

Rough course structure:
- Basics and process of marketing research
- Introduction to marketing research
- Latent constructs
- Data collection & questionnaire design
- Experimental set-up

Data analysis and interpretation
- Introduction to SPSS
- Univariate and bivariate analysis methods
- Multivariate analysis methods (various forms of regression analysis; analysis of variance; conjoint analysis; mediation analysis; structural equation modeling)

Intended learning outcomes

Through theoretical considerations as well as practical exercises and case studies, students develop the necessary skills to collect and analyze data in order to make strategic marketing decisions.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

--

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module title			Abbreviation
Tax Planning			12-M-SP-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed.

Part I
1. Introduction
2. The Influence of Taxes on Investment Decisions According to the "Standard Model"
3. Tax facts
4. Extensions of the Standard Model
5. Neutral profit taxation
6. Taxation and financing decisions
7. Tax planning for corporations
8. Taxation of Labor and Capital in Different Legal Forms

Part II
1. Taxation of cross border investments and tax reform

Intended learning outcomes

This course enables students to
(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;
(ii) analyze the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;
(iii) read and discuss research and policy papers in the field of taxation.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Tax Accounting			12-M-STB-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

This module introduces the various methods of income recognition in the German Income Tax Code (*Einkommensteuergesetz*, EStG). It discusses the main reporting and valuation provisions as well as the specific problems and techniques of income calculation for partnerships.

Intended learning outcomes

Students have in-depth knowledge of tax accounting of companies and are able to solve moderate to complex problems of tax accounting in particular of sole proprietorships and partnerships using legal source.

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

V (2) + Ü (2)
Module taught in: German and/or English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title			Abbreviation
Trade Policy and the World Trading System			12-M-TP-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of International Economics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Content
The module starts out with a sketch of key facts and the evolution of the world trading system as well as current trade policy controversies. The main part of the lecture deals with trade policy instruments (e.g. tariffs and quotas) and arguments in favor of trade policy interventions (the terms of trade, strategic trade policy, infant industries, industrial policy, environmental policy). Political economy issues are also addressed.

Outline
1 The evolution of the world trading system and current issues
2 Trade policy instruments and their effects under perfect competition
3 The competition effect of trade opening
4 Domestic distortions
5 International market power and trade policy
6 Political economy and the world trading system

Literatur:
The main text used is:
Helpman, E. und P.R. Krugman (1989). Trade Policy and Market Structure. The MIT Press, Cambridge, Massachusetts.
The following monographs cover the evolution of the world trading system and the evolution of ideas in trade policy making:
Bhagwati, J. (2002). Free Trade Today, Princeton University Press
Bhagwati, J. (2005). In Defense of Globalization. Oxford University Press
Irwin, D. (2020). Free Trade Under Fire, Princeton University Press, 5th Edition (as well as former editions partially containing further material)
Irwin, D. (1996). Against the Tide. An Intellectual History of Free Trade, Princeton University Press
Basic refreshers are
Krugman, P.R., M. Obstfeld und M. Melitz (2018), International Economics. Theory and Policy. Addison-Wesley, 11th Edition
Caves, R., R.W. Jones und J.A. Frankel (2007), World Trade and Payments. An Introduction. Addison-Wesley, 10th Edition
This literature is complemented by papers from scholarly journals.

Intended learning outcomes

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

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

V (2) + Ü (2)
Module taught in: German and/or English

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

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

b) portfolio (approx. 50 hours total) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus
Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title	Abbreviation
Financial Analysis	12-M-UA-262-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Accounting	Faculty of Management and Economics

ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--

Duration	Module level	Other prerequisites
1 semester	graduate	--

Contents

In today's rapidly changing economic landscape, the ability to effectively analyze financial information is more critical than ever. Financial analysis is essential for interpreting past and current financial data to make predictions about future performance and guide strategic decisions that affect the overall business. This module offers students the tools and methodologies needed to evaluate the financial position of companies, assess investment opportunities, and make informed financial decisions. We provide a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations.

Outline
- Introduction to financial analysis
- Analysis of earnings information
- Analysis of balance sheet information
- Analysis of cash flows
- Analysis of selected balance sheet positions

Intended learning outcomes

Upon completion of this module, students will be able to:
- Understand corporate financial statements and identify value-relevant information;
- Provide relevant valuation techniques and recognize the fundamental role of financial information in the valuation process;
- Apply valuation models to practical cases and make informed investment decisions.

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Corporate Entrepreneurship and Innovation			12-M-UGF1-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

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) Introduction to corporate entrepreneurship
(2) Antecedents and forms of corporate entrepreneurship
(3) Corporate strategy and corporate entrepreneurship
(4) Organizational structure and corporate entrepreneurship
(5) Human resource management and corporate entrepreneurship
(6) Building supportive organizational cultures
(7) Entrepreneurial control systems
(8) Entrepreneurial leadership
(9) The corporate entrepreneur as a champion and diplomat
(10) The pay-off from corporate entrepreneurship
(11) Corporate venture capital
(12) Corporate entrepreneurship in nonprofit and government organizations
(13) Universities and academic spin-offs
(14) Wrap-up and Q&A

Intended learning outcomes

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

Learning outcomes

On successful completion of this module students will be able to:

- Create and evaluate concepts related to corporate entrepreneurship
- Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage
- Make judgements about the organizational and managerial implications of corporate entrepreneurship
- Systematically choose between different routes of action

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Corporate Strategy			12-M-UGF2-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

This theory-led and application-oriented module provides you with critical knowledge and skills related to corporate strategy—essential for anyone aspiring to take on leadership roles in their future career, may it be in the private or public sector. The module goes beyond basic knowledge about strategic management provided by bachelor-level modules.

(1) Developing strategies in pursuit of competitive advantage
(2) Corporate diversification
(3) Vertical integration and outsourcing
(4) Mergers & acquisitions
(5) Dynamic strategies
(6) Cooperative strategies
(7) Corporate spin-offs and spin-outs
(8) Internationalization strategies (I)
(9) Internationalization strategies (II)
(10) Strategic change
(11) Corporate strategies and new technologies
(12) Corporate governance and corporate social responsibility
(13) Corporate communication and crisis management
(14) Wrap-up and Q&A

Intended learning outcomes

Educational aims

- Clarify the role of corporate strategy
- Explain theoretical concepts and mechanisms behind corporate strategy
- Enable students to critically appraise alternative approaches to corporate strategy
- Enable students to evaluate the boundaries and risks of corporate strategy

Learning outcomes

On successful completion of this module students will be able to:

- Assess the role of corporate strategy for creating and sustaining competitive advantage
- Create and evaluate concepts related to corporate strategy
- Make judgements about the organizational and managerial implications of corporate strategy
- Systematically choose between different routes of action

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

V (2) + Ü (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
European Competition Policy			12-M-WPE-262-m01
Module coordinator		**Module offered by**	
holder of the Chair of Industrial Economics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	graduate	--	

Contents

Outline of syllabus:
1. Legal environment, competition laws
2. Market definition
   - Qualitative methods
   - Simple quantitative methods
   - Hypothetical monopoly test
3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion
4. Horizontal mergers and collusion
   - Economic theory
   - Efficiency effects
   - Coordinated effects
5. Vertical relations and contracts
   - Economic analysis of contracts
   - "More economic approach"
6. Abuse of dominant position
   - Classification of abusive conduct
   - Economic analysis of abusive conduct and theory of harm

Intended learning outcomes

After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.

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

V (2)
Module taught in: English

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

a) written examination (approx. 60 to 120 minutes) or
b) portfolio (approx. 50 hours total)
Language of assessment: English
creditable for bonus

Allocation of places

WM6:
There are no restrictions with regard to available places for students of the Master's degree programmes Management, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

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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