

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

Examination regulations version: 2022  
Responsible: Faculty of Management and Economics

## Learning Outcomes

German contents and learning outcome available but not translated yet.

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

In Übereinstimmung mit den Qualitätszielen der Wirtschaftswissenschaftlichen Fakultät erwerben die Studierenden vertiefte Kenntnisse und Fähigkeiten im Bereich der Betriebswirtschaftslehre und können wirtschaftswissenschaftliche Methoden anwenden. Der Studiengang führt so zu einer hohen wissenschaftlichen Qualifikation und Selbstständigkeit auf diesem Gebiet. Im Einzelnen: Der Studiengang ermöglicht neben einer allgemeinen wirtschaftswissenschaftlichen Ausrichtung auf mindestens zwei verschiedene betriebswirtschaftliche Kernbereiche eine fokussierte Ausbildung auf bestimmte Berufsgruppenbereiche. Diese Wahl zwischen einer eher generalistischen Ausbildung mit individueller Schwerpunktsetzung in bis zu drei Schwerpunkten oder der gezielten Vorbereitung auf ein spezielles Berufs- und Arbeitsfeld spiegelt die Tradition der Fakultät mit dem Fokus auf eine breite und methodisch fundierte wissenschaftliche Ausbildung wider. Gleichzeitig stellt dieses Modell eine Reaktion auf die stetig steigenden Anforderungen eines international ausgerichteten Arbeitsmarktes mit der Forderung nach Expertenwissen dar. Durch die enge Verzahnung von Betriebs- und Volkswirtschaftslehre an der Wirtschaftswissenschaftlichen Fakultät erwerben Studierende des Master Business Management bei entsprechender Schwerpunktbildung ein hohes Maß an methodischen Fähigkeiten, die sie in empirischen Disziplinen einsetzen und deren Anwendung sie kritisieren oder rechtfertigen können.

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

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

Die Absolventinnen und Absolventen können am wissenschaftlichen Diskurs mit Fachvertreterinnen und Fachvertretern teilnehmen. Sie haben die notwendigen unternehmerischen, interkulturellen und Innovationskompetenzen für verantwortungsvolle Positionen in internationalen Teams und Unternehmen erworben. Neben Tätigkeiten in der Praxis werden die Absolventinnen und Absolventen befähigt, in Universitäten und wissenschaftlichen Einrichtungen tätig zu werden und ein Promotionsstudium aufzunehmen. Zum Erreichen dieser Ziele ist ein hohes Maß an Eigeninitiative der Studierenden erforderlich. Studieren bedeutet insbesondere auch ein Selbststudium und das Studieren in Arbeitsgruppen. Die wissenschaftliche Literatur ist dabei eine unentbehrliche Hilfe. Für den Erfolg im Studium und den beruflichen Erfolg nach dem Studium sind die Beherrschung der englischen Sprache und möglichst einer weiteren Fremd-

sprache in Wort und Schrift sowie Kenntnisse in Rhetorik und Präsentationstechniken besonders förderlich. Das Studium fördert die Persönlichkeitsentwicklung und Ausbildung interkultureller Kompetenzen durch entsprechende Lehrangebote (auch in englischer Sprache) sowie die Förderung von Auslandsaufenthalten durch zahlreiche Partnerprogramme und die vereinfachte Anerkennung von im Ausland erworbenen Leistungen. Zudem sind Lehrbeauftragte aus Unternehmen und öffentlichen Organisationen und fächerübergreifendes Lehrpersonal aktiv in das Lehrangebot eingebunden, so dass die Studierenden auf vielfältige Art- und Weise Praxis- und Projekterfahrungen für die Umsetzung im Berufsleben sammeln können.

## Abbreviations used

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

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

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

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

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

## Conventions

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

## Notes

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

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

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

## In accordance with

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

**ASPO2015**

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

**27-Apr-2022 (2022-30)**

**15-Jun-2023 (2023-56)**

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



## The subject is divided into

Abbreviation	Module title	ECTS credits	Method of grading	page
<b>Compulsory core electives 1: Majors (60 ECTS credits)</b>				
<b>Digital Business Strategy (60 ECTS credits)</b>				
<b>Core (20 ECTS credits)</b>				
12-M-DM1-182-m01	Digital Marketing I	5	NUM	105
12-M-EC1-182-m01	E-Commerce I	5	NUM	112
12-M-UGF1-182-m01	Corporate Entrepreneurship	5	NUM	291
12-M-UGF3-182-m01	Digital Entrepreneurship	5	NUM	295
12-M-IBS-192-m01	E-Business Strategies	5	NUM	153
<b>Core Electives (40 ECTS credits)</b>				
12-M-DM1-182-m01	Digital Marketing I	5	NUM	105
12-M-EC1-182-m01	E-Commerce I	5	NUM	112
12-M-UGF1-182-m01	Corporate Entrepreneurship	5	NUM	291
12-M-UGF2-182-m01	Corporate Strategy	5	NUM	293
12-M-UGF3-182-m01	Digital Entrepreneurship	5	NUM	295
12-M-IBS-192-m01	E-Business Strategies	5	NUM	153
12-M-BUC-222-m01	Communication in Business and Economics	5	NUM	90
12-M-DM2-182-m01	Digital Marketing II	5	NUM	107
06-MK-MKW1-Ex-182-m01	Mass Media Processes and Effects	5	NUM	23
12-GPU-192-m01	Business Software 1: IS-based Enterprise Management	5	NUM	33
10-I=PM-212-m01	Professional Project Management	5	NUM	27
10-I=PRJAK-212-m01	Project - Current Topics in Computer Science	5	NUM	29
12-M-TMA-182-m01	Topics in International Marketing	5	NUM	284
12-M-ITM-161-m01	IT-Management	5	NUM	160
12-M-MADM-182-m01	Managerial Analytics & Decision Making	5	NUM	172
12-M-MUS-222-m01	Mobile and Ubiquitous Business	5	NUM	182
12-M-PROM-182-m01	Project Management and Control	5	NUM	215
12-M-PDBUS1-182-m01	Project Module Digital Business Strategy I	10	NUM	203
12-M-PD-BUS2-182-m01	Project Module Digital Business Strategy II	10	NUM	204
<b>Finance, Accounting &amp; Taxation (60 ECTS credits)</b>				
<b>Core (20 ECTS credits)</b>				
12-M-CF2-182-m01	Portfolio and Capital Market Theory	5	NUM	93
12-M-F1-182-m01	Policy of Taxation	5	NUM	134
12-M-GA-221-m01	Group Accounting	5	NUM	143
12-M-KOBO-182-m01	Coordination, Budgeting and Incentives in Organizations	5	NUM	166
12-M-SP-161-m01	Economics of Tax Planning	5	NUM	244
12-M-IFM-222-m01	International Financial Management	5	NUM	155
<b>Core Electives (40 ECTS credits)</b>				
12-M-CF2-182-m01	Portfolio and Capital Market Theory	5	NUM	93
12-M-GA-221-m01	Group Accounting	5	NUM	143
12-M-F1-182-m01	Policy of Taxation	5	NUM	134

12-M-KOBO-182-mo1	Coordination, Budgeting and Incentives in Organizations	5	NUM	166
12-M-SP-161-mo1	Economics of Tax Planning	5	NUM	244
12-M-CF1-182-mo1	Discounted Cashflow	5	NUM	91
12-M-CF3-222-mo1	Risk Management	5	NUM	95
12-M-CF4-182-mo1	Selected Topics in Corporate Finance	5	NUM	96
12-M-UA-161-mo1	Financial Statement Analysis and Business Valuation	5	NUM	287
12-M-AFA-221-mo1	Advanced Financial Accounting	5	NUM	39
12-M-STB-161-mo1	Tax Accounting	5	NUM	252
12-M-UF-161-mo1	Advanced VAT	5	NUM	289
12-M-RFW-222-mo1	Tax-Optimized Business Organization	5	NUM	221
12-M-IB-161-mo1	International Taxation	5	NUM	151
12-M-FER-161-mo1	Case Studies on Business Taxation	5	NUM	140
12-M-INST-182-mo1	Strategic Managerial Accounting	5	NUM	158
12-M-PROM-182-mo1	Project Management and Control	5	NUM	215
12-M-REKA-182-mo1	Accounting and Capital Markets	5	NUM	219
12-M-SDC-182-mo1	Strategic Decisions and Competition	5	NUM	230
12-M-CT-222-mo1	Contract Theory	5	NUM	101
12-M-EG1-222-mo1	Monetary Policy and the Financial System	5	NUM	120
12-M-F4-182-mo1	Optimal Tax Theory	5	NUM	138
12-M-OE1-182-mo1	Econometrics 1	5	NUM	189
12-M-OE2-182-mo1	Econometrics 2	5	NUM	191
12-M-OE3-182-mo1	Econometrics 3	5	NUM	193
12-M-FMO-182-mo1	Analysis of Financial Market Data	5	NUM	141
12-M-F3-182-mo1	Social Insurance and the Welfare State	5	NUM	136
12-M-TBS-161-mo1	Selected Topics in Analytical Tax Research	5	NUM	260
12-BI-192-mo1	Analytical Information Systems	5	NUM	31
12-M-TDS-222-mo1	Topics in Data Science 1	5	NUM	262
12-M-PFACT1-182-mo1	Project Module Finance, Accounting & Taxation I	10	NUM	207
12-M-PFACT2-182-mo1	Project Module Finance, Accounting & Taxation II	10	NUM	208
12-M-IFM-222-mo1	International Financial Management	5	NUM	155
12-M-ATER-221-mo1	Topics in Financial Accounting	5	NUM	65
12-M-CF6-231-mo1	Selected Topics in Risk Management	5	NUM	99
<b>International Business &amp; Strategy (60 ECTS credits)</b>				
<b>Core (20 ECTS credits)</b>				
12-M-UGF2-182-mo1	Corporate Strategy	5	NUM	293
12-M-SMGS-182-mo1	Strategic Management of Global Supply Chains	5	NUM	241
12-M-ITMF-182-mo1	International Trade and the Multinational Firm	5	NUM	162
12-M-SDC-182-mo1	Strategic Decisions and Competition	5	NUM	230
12-M-IFM-222-mo1	International Financial Management	5	NUM	155
<b>Core Electives (40 ECTS credits)</b>				
12-M-UGF2-182-mo1	Corporate Strategy	5	NUM	293
12-M-SMGS-182-mo1	Strategic Management of Global Supply Chains	5	NUM	241
12-M-ITMF-182-mo1	International Trade and the Multinational Firm	5	NUM	162
12-M-SDC-182-mo1	Strategic Decisions and Competition	5	NUM	230
12-M-DMM-222-mo1	DSGE Modelling	5	NUM	109
12-M-EFP-222-mo1	European Public Finance	5	NUM	118
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022		page 6 / 309

12-M-EG-182-mo1	Economic Geography	5	NUM	122
12-M-EIO-182-mo1	Market Research and Demand Analysis	5	NUM	126
12-M-EWS-182-mo1	European Economic Statistics	5	NUM	132
12-M-GLSC-182-mo1	Global Logistics & Supply Chain Management	5	NUM	145
12-M-IMM-161-mo1	International Marketing	5	NUM	156
12-M-MADM-182-mo1	Managerial Analytics & Decision Making	5	NUM	172
12-M-OE1-182-mo1	Econometrics 1	5	NUM	189
12-M-SM-161-mo1	Strategic Marketing	5	NUM	239
12-M-TP-182-mo1	Trade Policy and the World Trading System	5	NUM	285
12-M-UA-161-mo1	Financial Statement Analysis and Business Valuation	5	NUM	287
12-M-UGF1-182-mo1	Corporate Entrepreneurship	5	NUM	291
12-M-WPE-192-mo1	European Competition Policy	5	NUM	302
12-M-TMA-182-mo1	Topics in International Marketing	5	NUM	284
04-CBE3-212-mo1	China in the Global Economy	5	NUM	20
12-M-PIBST1-182-mo1	Project Module International Business & Strategy I	10	NUM	209
12-M-PIBST2-182-mo1	Project Module International Business & Strategy II	10	NUM	210
12-M-DM1-182-mo1	Digital Marketing I	5	NUM	105
12-M-DM2-182-mo1	Digital Marketing II	5	NUM	107
12-M-EC1-182-mo1	E-Commerce I	5	NUM	112
12-M-NMA-221-mo1	Industrial Management 5	5	NUM	185
12-M-NMB-221-mo1	Industrial Management 6	5	NUM	187
12-M-IFM-222-mo1	International Financial Management	5	NUM	155
<b>Management &amp; Leadership (60 ECTS credits)</b>				
<b>Core (20 ECTS credits)</b>				
12-M-SM-161-mo1	Strategic Marketing	5	NUM	239
12-M-AO-222-mo1	Incentives in Organizations	5	NUM	47
12-M-HRM-222-mo1	Human Resource Management and Industrial Relations	5	NUM	149
12-M-UGF1-182-mo1	Corporate Entrepreneurship	5	NUM	291
12-M-OEA-222-mo1	Advanced Labour Economics	5	NUM	195
<b>Core Electives (40 ECTS credits)</b>				
12-M-SM-161-mo1	Strategic Marketing	5	NUM	239
12-M-AO-222-mo1	Incentives in Organizations	5	NUM	47
12-M-HRM-222-mo1	Human Resource Management and Industrial Relations	5	NUM	149
12-M-UGF1-182-mo1	Corporate Entrepreneurship	5	NUM	291
12-M-OEA-222-mo1	Advanced Labour Economics	5	NUM	195
12-M-AFW-161-mo1	Employment Law	5	NUM	40
12-M-BUC-222-mo1	Communication in Business and Economics	5	NUM	90
12-M-BEC-222-mo1	Behavioral Economics	5	NUM	86
12-M-CIU-222-mo1	Change Management	5	NUM	100
12-M-EIO-182-mo1	Market Research and Demand Analysis	5	NUM	126
12-M-EPF-161-mo1	Empirical HR Research with Stata	5	NUM	128
12-M-KOBO-182-mo1	Coordination, Budgeting and Incentives in Organizations	5	NUM	166
12-M-MADM-182-mo1	Managerial Analytics & Decision Making	5	NUM	172
12-M-MIK-182-mo1	Microeconometrics	5	NUM	178
12-M-OE1-182-mo1	Econometrics 1	5	NUM	189
12-M-OE2-182-mo1	Econometrics 2	5	NUM	191
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022		page 7 / 309

12-M-OE3-182-m01	Econometrics 3	5	NUM	193
12-M-SDC-182-m01	Strategic Decisions and Competition	5	NUM	230
12-M-UGF2-182-m01	Corporate Strategy	5	NUM	293
12-M-UGF3-182-m01	Digital Entrepreneurship	5	NUM	295
12-M-TENT-182-m01	Topics in Entrepreneurship	5	NUM	267
12-M-THRM-182-m01	Topics in HRM and Organization	5	NUM	271
12-M-TLE-182-m01	Topics in Labour Economics	5	NUM	282
12-M-TMA-182-m01	Topics in International Marketing	5	NUM	284
12-M-PMALe1-182-m01	Project Module Management & Leadership I	10	NUM	211
12-M-PMALe2-182-m01	Project Module Management & Leadership II	10	NUM	212
12-M-DM1-182-m01	Digital Marketing I	5	NUM	105
12-M-DM2-182-m01	Digital Marketing II	5	NUM	107
12-M-EC1-182-m01	E-Commerce I	5	NUM	112
12-M-NMA-221-m01	Industrial Management 5	5	NUM	185
12-M-NMB-221-m01	Industrial Management 6	5	NUM	187
<b>Operations &amp; Information Management (60 ECTS credits)</b>				
<b>Core (20 ECTS credits)</b>				
12-M-LA-182-m01	Industrial Management 2	5	NUM	168
12-M-AOLM-182-m01	Advanced Operations & Logistics Management	5	NUM	49
12-M-MADM-182-m01	Managerial Analytics & Decision Making	5	NUM	172
12-BI-192-m01	Analytical Information Systems	5	NUM	31
12-M-DSS-192-m01	Decision Support Systems	5	NUM	110
<b>Core Electives (40 ECTS credits)</b>				
12-M-LA-182-m01	Industrial Management 2	5	NUM	168
12-M-AOLM-182-m01	Advanced Operations & Logistics Management	5	NUM	49
12-M-MADM-182-m01	Managerial Analytics & Decision Making	5	NUM	172
12-BI-192-m01	Analytical Information Systems	5	NUM	31
12-M-DSS-192-m01	Decision Support Systems	5	NUM	110
12-GPU-192-m01	Business Software 1: IS-based Enterprise Management	5	NUM	33
12-M-BE-192-m01	Industrial Management 4	5	NUM	84
12-M-AM-182-m01	Advanced Microeconomics	5	NUM	44
12-M-CT-222-m01	Contract Theory	5	NUM	101
12-M-GLSC-182-m01	Global Logistics & Supply Chain Management	5	NUM	145
12-M-SBM-182-m01	Industrial Management 1	5	NUM	226
12-M-SPM-182-m01	Industrial Management 3	5	NUM	246
12-IV-161-m01	Information Processing within Organizations	5	NUM	35
12-M-NGM-182-m01	Advanced Computational Economics	5	NUM	183
12-M-OE1-182-m01	Econometrics 1	5	NUM	189
12-M-OE2-182-m01	Econometrics 2	5	NUM	191
12-M-OE3-182-m01	Econometrics 3	5	NUM	193
12-M-PROM-182-m01	Project Management and Control	5	NUM	215
12-M-SDC-182-m01	Strategic Decisions and Competition	5	NUM	230
12-M-SMGS-182-m01	Strategic Management of Global Supply Chains	5	NUM	241
12-M-SCC-161-m01	Seminar: Supply Chain Competition	5	NUM	228
12-M-TI1-182-m01	Theory of Industrial Organization	5	NUM	272
12-M-TI2-182-m01	Applied Industrial Organization	5	NUM	274
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022		page 8 / 309

12-M-TDS-222-mo1	Topics in Data Science 1	5	NUM	262
12-M-POPI1-182-mo1	Project Module Operations & Information Management I	10	NUM	213
12-M-POPI2-182-mo1	Project Module Operations & Information Management II	10	NUM	214
12-M-NMA-221-mo1	Industrial Management 5	5	NUM	185
12-M-NMB-221-mo1	Industrial Management 6	5	NUM	187
12-M-ATDS-222-mo1	Topics in Data Science 2	5	NUM	64
12-M-BUA-161-mo1	Business Analytics	10	NUM	88
12-M-LSCM-222-mo1	Seminar: Applied Analytics in Logistics & Supply Chain Management	10	NUM	170
<b>Compulsory core electives 2: Subjects (60 ECTS credits)</b>				
<b>Strategic Marketing Management (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-M-IMM-161-mo1	International Marketing	5	NUM	156
12-M-SM-161-mo1	Strategic Marketing	5	NUM	239
<b>Core Electives (10 ECTS credits)</b>				
12-M-INST-182-mo1	Strategic Managerial Accounting	5	NUM	158
12-M-KOBO-182-mo1	Coordination, Budgeting and Incentives in Organizations	5	NUM	166
12-M-GPU-192-mo1	Business Software 1: IS-based Enterprise Management	5	NUM	33
12-M-IBS-192-mo1	E-Business Strategies	5	NUM	153
12-M-DM1-182-mo1	Digital Marketing I	5	NUM	105
12-M-DM2-182-mo1	Digital Marketing II	5	NUM	107
12-M-EC1-182-mo1	E-Commerce I	5	NUM	112
<b>Industrial Management (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-M-SBM-182-mo1	Industrial Management 1	5	NUM	226
12-M-LA-182-mo1	Industrial Management 2	5	NUM	168
<b>Core Electives (10 ECTS credits)</b>				
12-M-SPM-182-mo1	Industrial Management 3	5	NUM	246
12-M-BE-192-mo1	Industrial Management 4	5	NUM	84
12-M-AOLM-182-mo1	Advanced Operations & Logistics Management	5	NUM	49
12-M-GLSC-182-mo1	Global Logistics & Supply Chain Management	5	NUM	145
12-M-MADM-182-mo1	Managerial Analytics & Decision Making	5	NUM	172
12-M-SCC-161-mo1	Seminar: Supply Chain Competition	5	NUM	228
12-M-NMA-221-mo1	Industrial Management 5	5	NUM	185
12-M-NMB-221-mo1	Industrial Management 6	5	NUM	187
<b>Financial Accounting and Business Taxation (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-M-GA-221-mo1	Group Accounting	5	NUM	143
12-M-SP-161-mo1	Economics of Tax Planning	5	NUM	244
<b>Core Electives (10 ECTS credits)</b>				
12-M-AFA-221-mo1	Advanced Financial Accounting	5	NUM	39
12-M-UA-161-mo1	Financial Statement Analysis and Business Valuation	5	NUM	287
12-M-STB-161-mo1	Tax Accounting	5	NUM	252
12-M-FER-161-mo1	Case Studies on Business Taxation	5	NUM	140
12-M-REKA-182-mo1	Accounting and Capital Markets	5	NUM	219
12-M-CF2-182-mo1	Portfolio and Capital Market Theory	5	NUM	93
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022		page 9 / 309

12-M-IFM-222-m01	International Financial Management	5	NUM	155
12-M-IB-161-m01	International Taxation	5	NUM	151
12-M-RFW-222-m01	Tax-Optimized Business Organization	5	NUM	221
<b>Corporate Finance and Risk Management (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-M-CF3-222-m01	Risk Management	5	NUM	95
12-M-CF2-182-m01	Portfolio and Capital Market Theory	5	NUM	93
<b>Core Electives (10 ECTS credits)</b>				
12-M-CF1-182-m01	Discounted Cashflow	5	NUM	91
12-M-CF4-182-m01	Selected Topics in Corporate Finance	5	NUM	96
12-M-FMO-182-m01	Analysis of Financial Market Data	5	NUM	141
12-M-REKA-182-m01	Accounting and Capital Markets	5	NUM	219
12-M-UA-161-m01	Financial Statement Analysis and Business Valuation	5	NUM	287
12-BI-192-m01	Analytical Information Systems	5	NUM	31
12-RM-KS-161-m01	Risk Management - Concepts and Systems	5	NUM	308
<b>Information Systems (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-IV-161-m01	Information Processing within Organizations	5	NUM	35
12-M-ITM-161-m01	IT-Management	5	NUM	160
<b>Core Electives (10 ECTS credits)</b>				
12-GPU-192-m01	Business Software 1: IS-based Enterprise Management	5	NUM	33
12-M-IBS-192-m01	E-Business Strategies	5	NUM	153
12-BI-192-m01	Analytical Information Systems	5	NUM	31
12-M-TIF1-182-m01	Topics in Information Systems 1	5	NUM	276
12-M-TIF2-182-m01	Topics in Information Systems 2	5	NUM	278
12-M-DSS-192-m01	Decision Support Systems	5	NUM	110
12-M-TDS-222-m01	Topics in Data Science 1	5	NUM	262
12-M-ATDS-222-m01	Topics in Data Science 2	5	NUM	64
<b>Human Resource Management and Organization (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-M-AO-222-m01	Incentives in Organizations	5	NUM	47
12-M-HRM-222-m01	Human Resource Management and Industrial Relations	5	NUM	149
<b>Core Electives (10 ECTS credits)</b>				
12-M-EPF-161-m01	Empirical HR Research with Stata	5	NUM	128
12-M-UGF1-182-m01	Corporate Entrepreneurship	5	NUM	291
12-M-OEA-222-m01	Advanced Labour Economics	5	NUM	195
12-M-KOBO-182-m01	Coordination, Budgeting and Incentives in Organizations	5	NUM	166
12-M-CT-222-m01	Contract Theory	5	NUM	101
12-M-AFW-161-m01	Employment Law	5	NUM	40
<b>Strategic Entrepreneurship (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-M-UGF1-182-m01	Corporate Entrepreneurship	5	NUM	291
12-M-UGF2-182-m01	Corporate Strategy	5	NUM	293
<b>Core Electives (10 ECTS credits)</b>				
12-M-UGF3-182-m01	Digital Entrepreneurship	5	NUM	295
12-M-PUGF-182-m01	Project Module Strategic Entrepreneurship	10	NUM	217
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022		page 10 / 309



12-M-IBS-192-mo1	E-Business Strategies	5	NUM	153
12-M-PROM-182-mo1	Project Management and Control	5	NUM	215
12-M-AO-222-mo1	Incentives in Organizations	5	NUM	47
12-M-DM1-182-mo1	Digital Marketing I	5	NUM	105
12-M-DM2-182-mo1	Digital Marketing II	5	NUM	107
12-M-EC1-182-mo1	E-Commerce I	5	NUM	112
<b>Managerial Accounting (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-M-KOBO-182-mo1	Coordination, Budgeting and Incentives in Organizations	5	NUM	166
12-M-INST-182-mo1	Strategic Managerial Accounting	5	NUM	158
<b>Core Electives (10 ECTS credits)</b>				
12-M-AO-222-mo1	Incentives in Organizations	5	NUM	47
12-M-PROM-182-mo1	Project Management and Control	5	NUM	215
12-M-REKA-182-mo1	Accounting and Capital Markets	5	NUM	219
12-M-DSS-192-mo1	Decision Support Systems	5	NUM	110
12-M-GA-221-mo1	Group Accounting	5	NUM	143
12-M-CIU-222-mo1	Change Management	5	NUM	100
<b>Logistics and Supply Chain Management (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-M-AOLM-182-mo1	Advanced Operations & Logistics Management	5	NUM	49
12-M-GLSC-182-mo1	Global Logistics & Supply Chain Management	5	NUM	145
<b>Core Electives (10 ECTS credits)</b>				
12-M-SMGS-182-mo1	Strategic Management of Global Supply Chains	5	NUM	241
12-M-MADM-182-mo1	Managerial Analytics & Decision Making	5	NUM	172
12-M-SCC-161-mo1	Seminar: Supply Chain Competition	5	NUM	228
12-M-LA-182-mo1	Industrial Management 2	5	NUM	168
12-M-SPM-182-mo1	Industrial Management 3	5	NUM	246
12-M-DSS-192-mo1	Decision Support Systems	5	NUM	110
<b>Strategic Corporate Communication (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-M-BUC-222-mo1	Communication in Business and Economics	5	NUM	90
12-M-ECC-182-mo1	Business Communication in Print, Online and Social Media	5	NUM	114
<b>Core Electives (10 ECTS credits)</b>				
12-M-PCW-182-mo1	Project Modul: Crossmedial Business Communication	10	NUM	201
12-M-PACW-182-mo1	Project Modul: Audiovisual Business Communication	10	NUM	199
06-MK-MKW1-Ex-182-mo1	Mass Media Processes and Effects	5	NUM	23
06-MK-MKW2-Ex-182-mo1	Marketing & Strategic Communication	5	NUM	25
12-M-VS-221-mo1	Vertical Storytelling	10	NUM	299
06-ENT-Ema-222-mo1	Entertainment Marketing	5	NUM	21
06-MK-MKW1-212-mo1	Mass media processes and effects	5	NUM	22
06-MK-MKW2-212-mo1	Advertising and public relations	10	NUM	24
<b>Econometrics (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-M-OE1-182-mo1	Econometrics 1	5	NUM	189
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022		page 11 / 309

12-M-OE2-182-m01	Econometrics 2	5	NUM	191
<b>Core Electives (10 ECTS credits)</b>				
12-M-OE3-182-m01	Econometrics 3	5	NUM	193
12-M-FMO-182-m01	Analysis of Financial Market Data	5	NUM	141
12-M-MIK-182-m01	Microeconometrics	5	NUM	178
12-M-EPF-161-m01	Empirical HR Research with Stata	5	NUM	128
12-M-EIO-182-m01	Market Research and Demand Analysis	5	NUM	126
12-M-NGM-182-m01	Advanced Computational Economics	5	NUM	183
<b>Monetary Policy (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-M-EG1-222-m01	Monetary Policy and the Financial System	5	NUM	120
12-M-EG2-182-m01	Monetary Policy, Foreign Exchange Markets, and the International Monetary System	5	NUM	124
<b>Core Electives (10 ECTS credits)</b>				
12-M-DMM-222-m01	DSGE Modelling	5	NUM	109
12-M-OE1-182-m01	Econometrics 1	5	NUM	189
12-M-CF2-182-m01	Portfolio and Capital Market Theory	5	NUM	93
12-M-MFF-182-m01	Advanced Macroeconomics	5	NUM	176
12-M-AEM-211-m01	Applied Empirical Macroeconomics	5	NUM	37
12-M-BC-211-m01	Business Cycles	5	NUM	82
<b>International Economics (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-M-ITMF-182-m01	International Trade and the Multinational Firm	5	NUM	162
12-M-TP-182-m01	Trade Policy and the World Trading System	5	NUM	285
<b>Core Electives (10 ECTS credits)</b>				
12-M-MFF-182-m01	Advanced Macroeconomics	5	NUM	176
12-M-EG-182-m01	Economic Geography	5	NUM	122
12-M-WPE-192-m01	European Competition Policy	5	NUM	302
12-M-EFP-222-m01	European Public Finance	5	NUM	118
12-M-ATIÖ1-222-m01	International Economics 1	10	NUM	66
<b>Strategy, Competition and Policy (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-M-SDC-182-m01	Strategic Decisions and Competition	5	NUM	230
12-M-WPE-192-m01	European Competition Policy	5	NUM	302
<b>Core Electives (10 ECTS credits)</b>				
12-M-TI1-182-m01	Theory of Industrial Organization	5	NUM	272
12-M-TI2-182-m01	Applied Industrial Organization	5	NUM	274
12-M-EIO-182-m01	Market Research and Demand Analysis	5	NUM	126
12-M-AM-182-m01	Advanced Microeconomics	5	NUM	44
12-M-CT-222-m01	Contract Theory	5	NUM	101
12-M-OE2-182-m01	Econometrics 2	5	NUM	191
12-M-OE3-182-m01	Econometrics 3	5	NUM	193
02-N-P-W13a-221-m01	European and German Competition Law I for Economists	5	NUM	18
02-N-P-W21a-221-m01	European and German Competition Law II for Economists	5	NUM	19
<b>Applied Economic Policy (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022		page 12 / 309



12-M-OEA-222-mo1	Advanced Labour Economics	5	NUM	195
12-M-PEM-182-mo1	Policy Evaluation Methods	5	NUM	205
<b>Core Electives (10 ECTS credits)</b>				
12-M-DFES-182-mo1	Design of Field Experiments and Studies	5	NUM	103
12-M-THC-182-mo1	Topics in Human Capital Development	5	NUM	269
12-M-TIM-182-mo1	Topics in Migration	5	NUM	280
12-M-EE-182-mo1	Experimental Economics	5	NUM	116
12-M-OE1-182-mo1	Econometrics 1	5	NUM	189
12-M-NGM-182-mo1	Advanced Computational Economics	5	NUM	183
<b>Public Finance (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-M-F1-182-mo1	Policy of Taxation	5	NUM	134
12-M-F3-182-mo1	Social Insurance and the Welfare State	5	NUM	136
<b>Core Electives (10 ECTS credits)</b>				
12-M-F4-182-mo1	Optimal Tax Theory	5	NUM	138
12-M-EFP-222-mo1	European Public Finance	5	NUM	118
12-M-NGM-182-mo1	Advanced Computational Economics	5	NUM	183
12-M-PEM-182-mo1	Policy Evaluation Methods	5	NUM	205
12-M-IB-161-mo1	International Taxation	5	NUM	151
<b>Strategic Incentive Design (20 ECTS credits)</b>				
<b>Core (10 ECTS credits)</b>				
12-M-AM-182-mo1	Advanced Microeconomics	5	NUM	44
12-M-CT-222-mo1	Contract Theory	5	NUM	101
<b>Core Electives (10 ECTS credits)</b>				
12-M-SDC-182-mo1	Strategic Decisions and Competition	5	NUM	230
12-M-BEC-222-mo1	Behavioral Economics	5	NUM	86
12-M-AO-222-mo1	Incentives in Organizations	5	NUM	47
12-M-KOBO-182-mo1	Coordination, Budgeting and Incentives in Organizations	5	NUM	166
12-M-F4-182-mo1	Optimal Tax Theory	5	NUM	138
12-M-WPE-192-mo1	European Competition Policy	5	NUM	302
<b>Compulsory core electives 3: Seminars (10 ECTS credits)</b>				
12-M-MSS-161-mo1	Advanced Seminar: Marketing Strategy	10	NUM	180
12-M-SI-161-mo1	Advanced Seminar: Industrial Management	10	NUM	235
12-M-SER-222-mo1	Seminar: Financial Accounting	10	NUM	234
12-M-SBL-182-mo1	Advanced Seminar: Corporate Finance	10	NUM	224
12-M-SSL-161-mo1	Advanced Seminar: Selected Problems in Analytical Tax Research	10	NUM	250
12-M-ES-161-mo1	Advanced Seminar: Enterprise Systems	10	NUM	130
12-M-SPO-182-mo1	Advanced Seminar: Topics in Personnel Economics and Organizational Theory	10	NUM	248
12-M-SAS-182-mo1	Advanced Seminar: Entrepreneurship and Management	10	NUM	222
12-M-AUAS-182-mo1	Advanced Seminar: Selected Aspects of Managerial Accounting	10	NUM	76
12-M-BUA-161-mo1	Business Analytics	10	NUM	88
12-M-LSCM-222-mo1	Seminar: Applied Analytics in Logistics & Supply Chain Management	10	NUM	170

12-M-WUE-161-mo1	Economic and Business Ethics	10	NUM	306
12-M-SWJ-182-mo1	Practical Seminar: Economic Journalism	10	NUM	257
12-M-WPJ-182-mo1	Project Modul: Journalism in Economic Policy	10	NUM	304
12-M-APS-182-mo1	Project: Selected Topics in Business Management and Economics I	10	NUM	51
12-M-APS2-182-mo1	Project: Selected Topics in Business Management and Economics II	10	NUM	53
12-M-SV1-222-mo1	Seminar: Current Topics in Macroeconomics	10	NUM	254
12-M-ATIÖ1-222-mo1	International Economics 1	10	NUM	66
12-M-ATIÖ2-222-mo1	International Economics 2	10	NUM	68
12-M-ATIÖ3-222-mo1	International Economics 3	10	NUM	70
12-M-AMTIÖ-222-mo1	International Economics	10	NUM	46
12-M-SIO-161-mo1	Advanced Seminar: Industrial Organization	10	NUM	237
12-M-SWOSP-182-mo1	Advanced Seminar: Labour Economics	10	NUM	258
12-M-SV5-161-mo1	Advanced Seminar: Public Finance	10	NUM	255
12-M-SOE-182-mo1	Advanced Seminar: Econometrics	10	NUM	243
12-M-MEW-161-mo1	Seminar: Macroeconomics and Quantitative Economic Research	10	NUM	174
12-M-ATC-222-mo1	Seminar: Strategic Incentive Design	10	NUM	63
12-M-SEBS-161-mo1	Seminar: E-Business Strategies	10	NUM	232
12-M-TEE-231-mo1	Seminar: Topics in Economics and Ethics of Artificial Intelligence	10	NUM	265
<b>Compulsory core electives 4: Electives (20 ECTS credits)</b>				
12-M-IMM-161-mo1	International Marketing	5	NUM	156
12-M-SBM-182-mo1	Industrial Management 1	5	NUM	226
12-M-LA-182-mo1	Industrial Management 2	5	NUM	168
12-M-SPM-182-mo1	Industrial Management 3	5	NUM	246
12-M-GVM-161-mo1	Global Value Management	5	NUM	147
12-M-SI-161-mo1	Advanced Seminar: Industrial Management	10	NUM	235
12-M-UA-161-mo1	Financial Statement Analysis and Business Valuation	5	NUM	287
12-M-CF1-182-mo1	Discounted Cashflow	5	NUM	91
12-M-WUE-161-mo1	Economic and Business Ethics	10	NUM	306
12-M-CF2-182-mo1	Portfolio and Capital Market Theory	5	NUM	93
12-M-CF3-222-mo1	Risk Management	5	NUM	95
12-M-CF4-182-mo1	Selected Topics in Corporate Finance	5	NUM	96
12-M-CF5-182-mo1	Risk measurement and risk valuation: Concepts and applications for banks	5	NUM	97
12-M-SBL-182-mo1	Advanced Seminar: Corporate Finance	10	NUM	224
12-M-SP-161-mo1	Economics of Tax Planning	5	NUM	244
12-M-ITM-161-mo1	IT-Management	5	NUM	160
12-M-AO-222-mo1	Incentives in Organizations	5	NUM	47
12-M-HRM-222-mo1	Human Resource Management and Industrial Relations	5	NUM	149
12-M-SPO-182-mo1	Advanced Seminar: Topics in Personnel Economics and Organizational Theory	10	NUM	248
12-M-INST-182-mo1	Strategic Managerial Accounting	5	NUM	158
12-M-KOBO-182-mo1	Coordination, Budgeting and Incentives in Organizations	5	NUM	166

12-M-REKA-182-mo1	Accounting and Capital Markets	5	NUM	219
12-M-CIU-222-mo1	Change Management	5	NUM	100
12-M-AUAS-182-mo1	Advanced Seminar: Selected Aspects of Managerial Accounting	10	NUM	76
12-M-AOLM-182-mo1	Advanced Operations & Logistics Management	5	NUM	49
12-M-GLSC-182-mo1	Global Logistics & Supply Chain Management	5	NUM	145
12-M-LSCM-222-mo1	Seminar: Applied Analytics in Logistics & Supply Chain Management	10	NUM	170
12-M-MADM-182-mo1	Managerial Analytics & Decision Making	5	NUM	172
12-M-SMGS-182-mo1	Strategic Management of Global Supply Chains	5	NUM	241
12-M-SCC-161-mo1	Seminar: Supply Chain Competition	5	NUM	228
12-M-EG1-222-mo1	Monetary Policy and the Financial System	5	NUM	120
12-M-EG2-182-mo1	Monetary Policy, Foreign Exchange Markets, and the International Monetary System	5	NUM	124
12-M-DMM-222-mo1	DSGE Modelling	5	NUM	109
12-M-SV1-222-mo1	Seminar: Current Topics in Macroeconomics	10	NUM	254
12-M-MEW-161-mo1	Seminar: Macroeconomics and Quantitative Economic Research	10	NUM	174
12-M-EG-182-mo1	Economic Geography	5	NUM	122
12-M-ITMF-182-mo1	International Trade and the Multinational Firm	5	NUM	162
12-M-MFF-182-mo1	Advanced Macroeconomics	5	NUM	176
12-M-ATIÖ1-222-mo1	International Economics 1	10	NUM	66
12-M-ATIÖ2-222-mo1	International Economics 2	10	NUM	68
12-M-ATIÖ3-222-mo1	International Economics 3	10	NUM	70
12-M-AMTIÖ-222-mo1	International Economics	10	NUM	46
12-M-TP-182-mo1	Trade Policy and the World Trading System	5	NUM	285
12-M-EIO-182-mo1	Market Research and Demand Analysis	5	NUM	126
12-M-SDC-182-mo1	Strategic Decisions and Competition	5	NUM	230
12-M-TI1-182-mo1	Theory of Industrial Organization	5	NUM	272
12-M-TI2-182-mo1	Applied Industrial Organization	5	NUM	274
12-M-WPE-192-mo1	European Competition Policy	5	NUM	302
12-M-SIO-161-mo1	Advanced Seminar: Industrial Organization	10	NUM	237
12-M-TLE-182-mo1	Topics in Labour Economics	5	NUM	282
12-M-PEM-182-mo1	Policy Evaluation Methods	5	NUM	205
12-M-DFES-182-mo1	Design of Field Experiments and Studies	5	NUM	103
12-M-EE-182-mo1	Experimental Economics	5	NUM	116
12-M-THC-182-mo1	Topics in Human Capital Development	5	NUM	269
12-M-TIM-182-mo1	Topics in Migration	5	NUM	280
12-M-SWOSP-182-mo1	Advanced Seminar: Labour Economics	10	NUM	258
12-M-EFP-222-mo1	European Public Finance	5	NUM	118
12-M-F1-182-mo1	Policy of Taxation	5	NUM	134
12-M-F3-182-mo1	Social Insurance and the Welfare State	5	NUM	136
12-M-NGM-182-mo1	Advanced Computational Economics	5	NUM	183
12-M-SV5-161-mo1	Advanced Seminar: Public Finance	10	NUM	255
12-M-EWS-182-mo1	European Economic Statistics	5	NUM	132
12-M-OE1-182-mo1	Econometrics 1	5	NUM	189

12-M-OE2-182-mo1	Econometrics 2	5	NUM	191
12-M-OE3-182-mo1	Econometrics 3	5	NUM	193
12-M-FMO-182-mo1	Analysis of Financial Market Data	5	NUM	141
12-M-MIK-182-mo1	Microeconometrics	5	NUM	178
12-M-SOE-182-mo1	Advanced Seminar: Econometrics	10	NUM	243
12-M-AM-182-mo1	Advanced Microeconomics	5	NUM	44
12-M-CT-222-mo1	Contract Theory	5	NUM	101
12-M-BEC-222-mo1	Behavioral Economics	5	NUM	86
12-M-TDS-222-mo1	Topics in Data Science 1	5	NUM	262
12-M-TIF1-182-mo1	Topics in Information Systems 1	5	NUM	276
12-M-TIF2-182-mo1	Topics in Information Systems 2	5	NUM	278
12-M-ATC-222-mo1	Seminar: Strategic Incentive Design	10	NUM	63
12-M-BUC-222-mo1	Communication in Business and Economics	5	NUM	90
12-M-ECC-182-mo1	Business Communication in Print, Online and Social Media	5	NUM	114
12-M-PCW-182-mo1	Project Modul: Crossmedial Business Communication	10	NUM	201
12-M-PACW-182-mo1	Project Modul: Audiovisual Business Communication	10	NUM	199
12-M-WPJ-182-mo1	Project Modul: Journalism in Economic Policy	10	NUM	304
12-M-APW1-161-mo1	Selected Topics in Business Management and Economics 1	5	NUM	55
12-M-APW2-161-mo1	Selected Topics in Business Management and Economics 2	5	NUM	57
12-M-APW3-161-mo1	Selected Topics in Business Management and Economics 3	5	NUM	59
12-M-APW4-161-mo1	Selected Topics in Business Management and Economics 4	5	NUM	61
12-M-AWI1-161-mo1	Selected Topics in Business Information Systems 1	5	NUM	78
12-M-AWI2-161-mo1	Selected Topics in Business Information Systems 2	5	NUM	80
12-M-ATW1-161-mo1	Topics in Business Information Systems 1	5	NUM	72
12-M-ATW2-161-mo1	Topics in Business Information Systems 2	5	NUM	74
12-M-APS-182-mo1	Project: Selected Topics in Business Management and Economics I	10	NUM	51
12-M-APS2-182-mo1	Project: Selected Topics in Business Management and Economics II	10	NUM	53
12-IV-161-mo1	Information Processing within Organizations	5	NUM	35
06-MK-SC-EX-182-mo1	Seminar: Marketing and Strategic Communication	5	NUM	26
12-M-PUGF-182-mo1	Project Module Strategic Entrepreneurship	10	NUM	217
12-M-DM1-182-mo1	Digital Marketing I	5	NUM	105
12-M-DM2-182-mo1	Digital Marketing II	5	NUM	107
12-M-EC1-182-mo1	E-Commerce I	5	NUM	112
12-M-EPF-161-mo1	Empirical HR Research with Stata	5	NUM	128
12-M-VGP-202-mo1	Managerial Practice Lectures	5	NUM	297
12-M-MSS-161-mo1	Advanced Seminar: Marketing Strategy	10	NUM	180
12-M-SER-222-mo1	Seminar: Financial Accounting	10	NUM	234
12-M-SSL-161-mo1	Advanced Seminar: Selected Problems in Analytical Tax Research	10	NUM	250
12-M-ES-161-mo1	Advanced Seminar: Enterprise Systems	10	NUM	130
12-M-BUA-161-mo1	Business Analytics	10	NUM	88
12-M-SEBS-161-mo1	Seminar: E-Business Strategies	10	NUM	232
12-M-SAS-182-mo1	Advanced Seminar: Entrepreneurship and Management	10	NUM	222
12-M-SWJ-182-mo1	Practical Seminar: Economic Journalism	10	NUM	257

12-M-AEM-211-m01	Applied Empirical Macroeconomics	5	NUM	37
12-M-BC-211-m01	Business Cycles	5	NUM	82
12-M-ATDS-222-m01	Topics in Data Science 2	5	NUM	64
12-M-VWP-211-m01	Economist Practice Lectures	5	NUM	300
12-M-NMA-221-m01	Industrial Management 5	5	NUM	185
12-M-NMB-221-m01	Industrial Management 6	5	NUM	187
12-M-KI1-221-m01	Information Systems and Artificial Intelligence 1	5	NUM	164
12-M-KI2-221-m01	Information Systems and Artificial Intelligence 2	5	NUM	165
12-M-TM-221-m01	Topics in Macroeconomics	5	NUM	283
12-M-VS-221-m01	Vertical Storytelling	10	NUM	299
12-M-UGF2-182-m01	Corporate Strategy	5	NUM	293
12-M-IFM-222-m01	International Financial Management	5	NUM	155
12-M-TEE-231-m01	Seminar: Topics in Economics and Ethics of Artificial Intelligence	10	NUM	265
12-M-PROM-182-m01	Project Management and Control	5	NUM	215
12-M-OEDT-231-m01	Organizational Economics and Digital Transformation	5	NUM	197
12-M-TE-231-m01	Topics in Empirical Economics	5	NUM	264
12-M-RFW-222-m01	Tax-Optimized Business Organization	5	NUM	221
12-M-STB-161-m01	Tax Accounting	5	NUM	252
12-M-FER-161-m01	Case Studies on Business Taxation	5	NUM	140
12-M-IB-161-m01	International Taxation	5	NUM	151
12-M-AFW-161-m01	Employment Law	5	NUM	40
<b>Thesis (30 ECTS credits)</b>				
12-M-THB-222-m01	Master Thesis Management	30	NUM	268

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

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



Module title		Abbreviation
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		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)		



Module title		Abbreviation
<b>Entertainment Marketing</b>		o6-ENT-Ema-222-m01
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this module, we analyze entertainment institutions, entertainment offerings, or even entertaining celebrities with respect to their market value and their branding. Starting from an analysis of the current status of the brand, we strategically plan a re-positioning of the brand including a new brand communication. The new brand strategy is finally presented in a pitch.		
Intended learning outcomes		
Students learn to analyze and to optimize entertainment brands which are suboptimally positioned in the market. They learn to evaluate entertainment brands according to the requirements of the entertainment market, and not according to their own interest or liking. They get familiar with a pitch presentation being able to present a brand strategy in a marketing-like manner.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) oral examination of one candidate each (30 minutes) or b) presentation (15 to 30 minutes) with written elaboration (10 to 15 pages) or c) portfolio (15 to 20 pages) Language of assessment: German and/or English		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) Management (2022) Master's degree (1 major) Media Entertainment (2022)		

Module title			Abbreviation
Mass media processes and effects			o6-MK-MKW1-212-m01
Module coordinator		Module offered by	
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
This module provides knowledge about fundamental concepts, theories and findings of media reception and media effects research. Using selected areas of mass media communication (e. g., advertising, music, entertainment), the module investigates, questions and provides students with deeper insights into these fundamentals.			
Intended learning outcomes			
Students learn to attribute media effects to complex causes and processes. They develop a systematic and analytic perspective on media effects. They further be able to apply basic concepts and theories to concrete media offers.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Bachelor's degree (1 major) Media Communication (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Management (2025) Master's degree (1 major) Economathematics (2025)			

Module title		Abbreviation
<b>Mass Media Processes and Effects</b>		o6-MK-MKW1-Ex-182-m01
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
<b>Contents</b>		
No information on contents available.		
<b>Intended learning outcomes</b>		
No information on intended learning outcomes available.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 50 minutes) or b) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Management (2018) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Master's degree (1 major) Economathematics (2024)		

Module title		Abbreviation
Advertising and public relations		o6-MK-MKW2-212-m01
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
This module aims to provide conceptual and structural knowledge about marketing, advertising, public relations, and media planning.		
Intended learning outcomes		
Students learn to think strategic and market-oriented by taking the perspective of business companies and organisations. They become familiar with central concepts, occupational areas, and mindsets of the marketing and PR field.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 30 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
--		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Management (2018) Bachelor's degree (1 major) Media Communication (2021) Master's degree (1 major) Management (2022)		

Module title			Abbreviation
Marketing & Strategic Communication			o6-MK-MKW2-Ex-182-m01
Module coordinator		Module offered by	
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
No information on contents available.			
Intended learning outcomes			
No information on intended learning outcomes available.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 100 minutes) or b) oral examination of one candidate each (approx. 30 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
--			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)			

Module title		Abbreviation
<b>Seminar: Marketing and Strategic Communication</b>		o6-MK-SC-EX-182-m01
Module coordinator		Module offered by
holder of the Professorship of Media and Business Communication		Institute of Human Computer Media
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
<b>Contents</b>		
No information on contents available.		
<b>Intended learning outcomes</b>		
No information on intended learning outcomes available.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) presentation (15 to 45 minutes) and written elaboration (10 to 15 pages) or d) term paper (15 to 20 pages) or e) portfolio (maximum 20 pages) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
5 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)		

<b>Module title</b>		<b>Abbreviation</b>
<b>Professional Project Management</b>		10-I=PM-212-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Computer Science III		Institute of Computer Science
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	We recommend completing module 10-I=PRJAK in parallel.
<b>Contents</b>		
Project goals, project assignment, project success criteria, business plan, environment analysis and stakeholder management, initialisation, definition, planning, execution/control, finishing of projects, reporting, project communication and marketing, project organisation, team building and development, opportunity and risk management; conflict and crisis management, change and claim management; contract and procurement management, quality management, work techniques, methods and tools; leadership and social skills in project management, program management, multiproject management, project portfolio management, PMOs; peculiarities of software projects; agile project management/SCRUM, combination of classic and agile methods.		
<b>Intended learning outcomes</b>		
The students possess practically relevant knowledge about the topics of production management and/or professional project management. They are familiar with the critical success criteria and are able to initiate, define, plan, control and review projects.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (4)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 to 120 minutes) If announced by the lecturer at the beginning of the course, the written examination may be replaced by an oral examination of one candidate each (approx. 20 minutes) or an oral examination in groups of 2 candidates (approx. 15 minutes per candidate). Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): SE,IT,KI,ES,LR,HCI,GE		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Computer Science (2021) Master's degree (1 major) Computational Mathematics (2022) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) Mathematics (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Media Entertainment (2022)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 27 / 309

Master's degree (1 major) Psychology of digital media (2022)  
 Master's degree (1 major) Computer Science (2023)  
 Master's degree (1 major) Computational Mathematics (2024)  
 Master's degree (1 major) Management (2024)  
 Master's degree (1 major) Mathematics (2024)  
 Master's degree (1 major) Information Systems (2024)  
 Master's degree (1 major) Economathematics (2024)  
 Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)  
 Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)



Module title		Abbreviation
Project - Current Topics in Computer Science		10-I=PRJAK-212-m01
Module coordinator		Module offered by
Dean of Studies Informatik (Computer Science)		Institute of Computer Science
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
Completion of a project task (in Teams).		
<b>Intended learning outcomes</b>		
The project allows participants to work on a problem in computer science in teams.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
P (4)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
project report (10 to 15 pages) and presentation of project (15 to 30 minutes) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered (Each project is offered one time only. The project will not be repeated; there will not be another project with the same topic. Assessment can, therefore, only be offered for the project offered in the respective semester)		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
Focuses available for students of the Master's programme Informatik (Computer Science, 120 ECTS credits): AT, SE, IT, KI, ES, LR, HCI, GE		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
--		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Computer Science (2021) Master's degree (1 major) Computational Mathematics (2022) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) Mathematics (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Media Entertainment (2022) Master's degree (1 major) Psychology of digital media (2022) Master's degree (1 major) Computer Science (2023) Master's degree (1 major) Computational Mathematics (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) Mathematics (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) Economathematics (2024) Master's teaching degree Gymnasium MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 29 / 309

Supplementary course MINT Teacher Education PLUS, Elite Network Bavaria (ENB) (2025)

Module title			Abbreviation
Analytical Information Systems			12-BI-192-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. On the one hand, methods from the areas of data preparation and data manipulation as well as their practical application are introduced. On the other hand, an introduction to methods and the application of machine learning methods for predictive analytics, in particular neural networks and deep learning, is given.			
Intended learning outcomes			
The module provides students with knowledge of: <ul style="list-style-type: none"><li>• Data Manipulation</li><li>• Data Engineering</li><li>• Descriptive Analytics</li><li>• Predictive Analytics and Data Mining</li><li>• Supervised Learning</li><li>• Unsupervised Learning</li><li>• Neural Networks and Deep Learning</li><li>• Text Mining</li><li>• Big Data Technologies</li></ul>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
40 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 will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 31 / 309

### Module appears in

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

Module title			Abbreviation
Business Software 1: IS-based Enterprise Management			12-GPU-192-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The module offers a comprehensive insight into the world of Enterprise Resource Planning (ERP) systems. ERP systems are central building blocks in modern business management and play a crucial role in the integration of business processes, data management and decision-making. This module is divided into three sections, each of which focuses on practical applications and examples in addition to theory.</p> <p>Section 1: ERP selection process with application examples of two ERP systems The first part of the module is dedicated to the complex process of selecting a suitable ERP system for a company. Students are familiarized with proven methods and tools that are used in the evaluation of ERP systems. Using case studies, students compare two different ERP systems and apply the selection process in a real-life environment.</p> <p>Section 2: Low-code and no-code systems with application examples In this part, students are familiarized with low-code and no-code platforms that enable the efficient development of individual ERP applications. The focus is on dealing with a specific software solution from a leading company in this field. Students learn the basics of these platforms and create their own applications in order to experience the advantages of low-code and no-code approaches in practice.</p> <p>Section 3: Customizing ERP software using the example of SAP S/4HANA In the final part, students learn the basics of customizing ERP software. The focus is on the world's leading ERP system SAP S/4HANA. Students are enabled to adapt SAP S/4HANA to the specific requirements of a company. Practical exercises and case studies enable students to apply customizing techniques in real-life scenarios.</p> <p>In addition to the theoretical information presented in the lecture, the exercises offer the opportunity to access the ERP systems and deal with the respective software in a practical way by means of extensive case studies.</p>			
Intended learning outcomes			
<p>The "Business Software 1: Management and Implementation of Information Systems" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none"><li>1. ERP Systems - Overview and Differentiation: Students gain a comprehensive understanding of various ERP systems, their architectures, and philosophies.</li><li>2. Integration of Business Processes: Participants learn how ERP systems map and optimize business operations.</li><li>3. Selection and Customizing of ERP Systems: Students develop skills to evaluate, select, and adapt ERP systems to meet business needs.</li><li>4. Implementation of Business Processes: Students gain practical experience in independently implementing business processes in ERP and low-code/no-code platforms, and learn practical ERP customizing.</li></ol>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) Written examination (approx. 60 minutes) or</p> <p>b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or</p>			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 33 / 309

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

#### **Allocation of places**

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

#### **Additional information**

--

#### **Workload**

150 h

#### **Teaching cycle**

Teaching cycle: winter semester

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

--

#### **Module appears in**

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

Module title			Abbreviation
Information Processing within Organizations			12-IV-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module lays the foundation for understanding business informatics and explores various aspects of the field. It covers different application areas of business information systems, the latest technologies, and their integration into existing structures.</p> <p>Content:</p> <ul style="list-style-type: none"><li>• Integration into information systems</li><li>• Change and project management, requirements engineering</li><li>• Data storage, processing, and structures</li><li>• Business logic, algorithms, optimization, system architecture, microservices, virtualization</li><li>• Internal vs. external integration, technical interfaces</li><li>• Cloud, operational models, platforms, distributed ledger technology</li><li>• Data and IT security</li><li>• Process/task mining, hyperautomation, business intelligence, machine learning</li></ul>			
Intended learning outcomes			
<p>The "Information Processing within Organizations" module aims to achieve the following learning outcomes:</p> <ol style="list-style-type: none"><li>1. Knowledge of Information Systems: Students understand and apply core concepts such as data processing and system architecture, can integrate new technologies into systems, and develop practical applications.</li><li>2. Analysis of Business Processes: They recognize and analyze business information systems, model business processes, and optimize system landscapes using ERP systems and project management methods.</li><li>3. Development of Business Solutions: Students use their knowledge of modern technologies and business intelligence to develop integrative business solutions and solve operational challenges.</li><li>4. Evaluation of Technology Trends: They have a deep understanding of IT security and modern technologies, critically assess technology trends, and lead their implementation in business contexts.</li></ol>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			

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

--

**Module appears in**

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



Module title			Abbreviation
Applied Empirical Macroeconomics			12-M-AEM-211-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module introduces students to current topics and methods in applied empirical macroeconomics. This includes an overview of topical macroeconomic issues and empirical regularities as well as multivariate time series methods that are widely used in empirical applications.			
Intended learning outcomes			
After completing the module, students have obtained an overview of empirical methods used in applied empirical macroeconomic analysis. Besides a theoretical knowledge of commonly used empirical models and a critical discussion of their limitations, students should also be able to conduct empirical analyses themselves.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 37 / 309

exchange program Business Management and Economics (2022)

Module title			Abbreviation
Advanced Financial Accounting			12-M-AFA-221-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Transparent reporting of large corporations and multinational enterprises are challenging for modern accounting systems. This module addresses recent developments in financial and non-financial accounting, ensuring that students are up-to-date with the current accounting landscape. It is designed for students who have a basic understanding of financial or non-financial accounting and seek to explore complex accounting issues in greater depth. Topics can vary depending on the current issues in practice or research. Former topics include accounting for financial instruments, revenue recognition, or the latest developments in sustainability reporting. The module is taught through a combination of lectures, exercises, and practical case studies. Guest lectures from industry experts are incorporated to provide real-world insights into advanced accounting practices.			
Intended learning outcomes			
By the end of this module, students will be able to: <ul style="list-style-type: none"><li>• Solve and analyze complex financial and non-financial accounting tasks.</li><li>• Analyze and interpret reporting data to support decision-making in various business contexts.</li><li>• Stay informed and adapt to evolving accounting standards and practices.</li></ul>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 to 120 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)			

Module title			Abbreviation
Employment Law			12-M-AFW-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
2 semester	graduate	--	
Contents			
Contents: employment and labour law and works constitution law incl. collective agreement law			
<b>Employment and Labour law</b>			
Legal sources of employment and labour law			
Definitions, employment and labour law, employees			
The employment contract			
<ul style="list-style-type: none"><li>• Job application, permissible and impermissible questions in job interviews, consequences of lying, contesting the employment contract</li><li>• General Equal Treatment Act, claims for damages by applicants</li><li>• Conclusion of an employment contract, form, evidence under the Law of Proof of Substantial Conditions Applicable to the Employment Relationship</li><li>• Contents of the employment contract, company practice, overall commitment, reservation of the right of voluntariness and revocation</li><li>• General terms and conditions of business and control of terms and conditions of employment, invalid clauses and their consequences</li><li>• Limitation of the term of the employment contract, fixed term employment contracts</li></ul>			
Rights and duties arising from the employment relationship			
<ul style="list-style-type: none"><li>• Primary and secondary duties</li><li>• Employer's right to issue instructions, permissible and impermissible instructions</li><li>• Sickness, obligations to report and provide evidence under the Continued Remuneration Act</li><li>• Secondary employment, prohibition of competition, duty of confidentiality, occupational health and safety</li><li>• Granting of holiday leave</li><li>• Continued payment of wages in the event of illness, restrictions</li></ul>			
Severe disability, special rights and protection against dismissal			
Working hours and the Working Hours Act			
The warning, formal and material requirements, consequences			
Termination of employment			
<ul style="list-style-type: none"><li>• Termination agreement</li><li>• Termination of employment</li><li>• Formal requirements</li><li>• Ordinary and extraordinary termination by the employer</li><li>• Behavioral termination</li><li>• Person-related (illness-related) dismissal</li><li>• Dismissal for operational reasons</li></ul>			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	
		page 40 / 309	

- Special protection against dismissal

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

Legal sources of works constitution law

Definitions, company, works council, employee

The works council and its role

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

Material co-determination of the works council, participation

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

Co-determination in the narrower sense

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

Co-determination rights

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

### **Collective bargaining law**

Definition, contractual and normative part, legal effect

Application of collective agreements, parties of collective agreements

Dynamic and static clauses referring to a collective agreement

Collective agreement and company agreements, blocking effect of collective agreement

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

### **Intended learning outcomes**

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

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

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

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

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

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

S (2)

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

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

**Allocation of places**

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

**Additional information**

--

**Workload**

150 h

**Teaching cycle**

Teaching cycle: each semester

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

--

**Module appears in**

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

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

Module title			Abbreviation
Advanced Microeconomics			12-M-AM-182-m01
Module coordinator		Module offered by	
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>In a nutshell, microeconomic theory considers the behavior of individual economic agents and builds from this foundation to a theory of aggregate economic outcomes, which then can be applied for conducting welfare analysis and giving policy advice. This lecture addresses the core building block of this thought complex: individual decision making and behavior. Specifically, students will come to understand in detail the standard models of riskless consumer choice, choice under risk and intertemporal choice and learn about the empirical challenges and limitations of these models.</p> <p>Throughout the lecture, we will work with precise mathematical formalizations of the ideas that we want to think and talk about. In consequence, a solid understanding of the mathematical toolbox of standard microeconomics (e.g., differential calculus and constrained optimization; basic set theory; integration by parts) will be helpful as it will allow to focus on the underlying economic intuition. However, every required mathematical concept will be introduced and explained along the way, such that a strong interest in formal economic analysis is more important than an advanced mathematical background.</p> <p>The exposition is primarily based on the standard graduate textbooks</p> <ul style="list-style-type: none"><li>• Mas-Colell, Whinston and Green (1995): “Microeconomic Theory”</li><li>• Jehle and Reny (2001): “Advanced Microeconomic Theory”</li></ul>			
Intended learning outcomes			
<p>After completing the course students will be able to</p> <ul style="list-style-type: none"><li>• explain essential findings of microeconomic theory,</li><li>• apply the involved methods to given stylized examples on their own,</li><li>• recognize in which real life situations and how the results can be applied.</li></ul>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 44 / 309



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

--

**Module appears in**

Master's degree (1 major) Management (2018)  
 Master's degree (1 major) International Economic Policy (2018)  
 Master's degree (1 major) China Business and Economics (2019)  
 Master's degree (1 major) China Language and Economy (2019)  
 Master's degree (1 major) Information Systems (2019)  
 Master's degree (1 major) China Business and Economics (2021)  
 Master's degree (1 major) China Language and Economy (2021)  
 Master's degree (1 major) Econometrics (2021)  
 Master's degree (1 major) Information Systems (2022)  
 Master's degree (1 major) International Economic Policy (2022)  
 Master's degree (1 major) Management (2022)  
 Master's degree (1 major) Econometrics (2022)  
 exchange program Business Management and Economics (2022)  
 Master's degree (1 major) Management (2024)  
 Master's degree (1 major) International Economic Policy (2024)  
 Master's degree (1 major) Econometrics (2024)  
 Master's degree (1 major) International Economic Policy (2025)  
 Master's degree (1 major) Management (2025)  
 Master's degree (1 major) China Business and Economics (2025)  
 Master's degree (1 major) China Language and Economy (2025)  
 Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
International Economics		12-M-AMTIÖ-222-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Content:</p> <p>Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]</p> <p>Literature:</p> <p>Peer-reviewed articles and/or monographs.</p>		
Intended learning outcomes		
Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1) Language of assessment: German and/or English		
Allocation of places		
<p>10 places.</p> <p>(1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.</p> <p>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.</p> <p>(3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) International Economic Policy (2022)</p> <p>Master's degree (1 major) Management (2022)</p> <p>Master's degree (1 major) Economathematics (2022)</p>		

Module title			Abbreviation
Incentives in Organizations			12-M-AO-222-m01
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Based on the classical principal-agent theory, this course discusses methodological and empirical aspects of incentives in organisations. It uses contents from advanced text books and original (mainly empirical) research articles.</p> <p>Outline of syllabus</p> <ol style="list-style-type: none"><li>1. Principal-agent theory</li><li>2. Do top managers earn too much? (application)</li><li>3. Performance-based payment</li><li>4. Implementation of performance-based payment in companies (application)</li><li>5. Seniority payment (with application)</li><li>6. Financial incentives to work after retirement (with application)</li><li>7. Wage bargaining (with application)</li><li>8. Efficiency wages (with case study)</li><li>9. Team incentives (with case study)</li></ol> <p>Literature</p> <p>Milgrom and Roberts (1992), Economics, Organisation and Management, London.</p> <p>Mishel and Sabadish (2013), CEO Pay in 2012 was extraordinarily high, EPI Issue Brief 367, Washington DC.</p> <p>Fabbri and Marin (2016), What Explains the Rise in CEO Pay in Germany? A Panel Data Analysis for 1977-2009, Scandinavian Journal of Economics 118(2),235-263.</p> <p>Lazear (2000), Performance Pay and Productivity, American Economic Review 90, 1346-1361.</p> <p>Lazear (1979), Why is there mandatory retirement? Journal of Political Economy 87, 1261-1284.</p> <p>Hutchens (1989), Seniority, Wages and Productivity: A Turbulent Decade, Journal of Economic Perspectives 3 (4), 49-64.</p> <p>Zwick (2011), Consequences of Seniority Wages on the Employment Structure, Industrial and Labor Relations Review 65(1), 108-125.</p> <p>Lorenz and Zwick (2021), Money also is sunny in a retiree's world-financial incentives and work after retirement, Journal for Labour Market Research, 55 (21).</p> <p>Bartolucci (2012), Credible Threats in a Wage Bargaining Model with on-the-job Search, Economic Letters, 117(3), 657-659.</p> <p>Lukesch and Zwick (2023) Do outside options drive wage inequalities in retained jobs? Evidence from a natural experiment, British Journal of Industrial Relations, published online, <a href="https://doi.org/10.1111/bjir.12771">https://doi.org/10.1111/bjir.12771</a>.</p> <p>Salop (1979), The model of the natural rate of unemployment, American Economic Review 69, 117–125.</p> <p>Becker and Stigler (1974), Law enforcement, Malfeasance, and the Compensation of Enforcers, Journal of Legal Studies III, 1-18.</p> <p>Garibaldi (2006), Personnel Economics in Imperfect Labour Markets, Oxford University Press, Chapter 13.</p> <p>Hjort (2014), Ethnic Divisions and Production in Firms, Quarterly Journal of Economics, 1899-1946.</p> <p>Kandel and Lazear (1992), Peer Pressure and Partnerships, Journal of Political Economy 100(4), 801-817.</p>			
Intended learning outcomes			
Students acquire a working knowledge of key incentive models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.			

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

Module title		Abbreviation
<b>Advanced Operations &amp; Logistics Management</b>		12-M-AOLM-182-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
The course "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies.		
<b>Intended learning outcomes</b>		
After completing this course students can (i) analyze and evaluate integrated production and logistics systems; (ii) develop and apply appropriate methods to plan complex production and logistics systems; (iii) evaluate the consequences of uncertainties in processes, and (iv) apply concepts and methods to plan uncertainties processes.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: English creditable for bonus		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 49 / 309

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

Module title			Abbreviation
Project: Selected Topics in Business Management and Economics I			12-M-APS-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
<p>15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Economathematics (2021)</p> <p>Master's degree (1 major) International Economic Policy (2022)</p>			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 51 / 309



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

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

Module title			Abbreviation
Project: Selected Topics in Business Management and Economics II			12-M-APS2-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
<p>15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Economathematics (2021)</p> <p>Master's degree (1 major) International Economic Policy (2022)</p>			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 53 / 309

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

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

Module title			Abbreviation
Selected Topics in Business Management and Economics 1			12-M-APW1-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages) or presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p>			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 55 / 309

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

Module title			Abbreviation
Selected Topics in Business Management and Economics 2			12-M-APW2-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages) or</p> <p>d) presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p>			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 57 / 309

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



Module title			Abbreviation
Selected Topics in Business Management and Economics 3			12-M-APW3-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages) or</p> <p>d) presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p>			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 59 / 309

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

Module title			Abbreviation
Selected Topics in Business Management and Economics 4			12-M-APW4-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or</p> <p>c) term paper (approx. 15 to 20 pages) or</p> <p>d) presentation (approx. 30 to 45 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p>			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 61 / 309

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

Module title		Abbreviation
<b>Seminar: Strategic Incentive Design</b>		12-M-ATC-222-m01
Module coordinator		Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module covers varying classical or recent topics from microeconomics, usually with a focus on decision theory, contract theory or behavioral economics. As a solid understanding of the corresponding basics will be helpful, the course is intended in particular for advanced students who completed the classes "Advanced Microeconomics" and "Contract Theory".		
Intended learning outcomes		
After completing the course students will have gathered experience in <ul style="list-style-type: none"> <li>• reading and understanding theoretical or experimental research articles,</li> <li>• critically analyzing and discussing the results of research articles,</li> <li>• relating the results of different research articles to each other,</li> <li>• conveying their insights both verbally and in writing in accordance with common scientific standards.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (20 to 25 pages) and presentation (approx. 20 minutes) (weighted 2:1) Language of assessment: English		
Allocation of places		
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022)		

Module title		Abbreviation
Topics in Data Science 2		12-M-ATDS-222-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		
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		
<p>As part of the course work, students will acquire knowledge and skills in the following areas:</p> <ol style="list-style-type: none"> <li>1. Becoming familiar with the principles and frameworks in the research area of Data Science.</li> <li>2. Apply machine learning and deep learning frameworks to structured and unstructured data</li> <li>3. Design, implementation and evaluation of key algorithms within an end-to-end workflow in the field of Data Science</li> <li>4. Application of Jupyter notebooks and their infrastructure (collection, storage, retrieval, and analysis of data)</li> <li>5. Understanding of a data-driven &amp; analytical approach to decision problems</li> </ol>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)</p>		

Module title			Abbreviation
Topics in Financial Accounting			12-M-ATER-221-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			
This is a placeholder module for the recognition of courses in financial accounting.			
Intended learning outcomes			
This is a placeholder module for the recognition of courses in financial accounting.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			



Module title			Abbreviation
International Economics 1			12-M-ATIÖ1-222-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<u>Content</u>			
Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]			
<u>Literature:</u>			
Peer-reviewed articles and/or monographs.			
Intended learning outcomes			
Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1) Language of assessment: German and/or English			
Allocation of places			
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)			

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

Module title			Abbreviation
International Economics 2			12-M-ATIÖ2-222-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<u>Content</u>			
Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]			
<u>Literature:</u>			
Peer-reviewed articles and/or monographs.			
Intended learning outcomes			
Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1) Language of assessment: German and/or English			
Allocation of places			
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)			

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

Module title			Abbreviation
International Economics 3			12-M-ATIÖ3-222-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<u>Content</u>			
Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]			
<u>Literature:</u>			
Peer-reviewed articles and/or monographs.			
Intended learning outcomes			
Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 15 pages) and presentation (approx. 40 minutes) with thesis paper (1 page) (weighted 3:1) Language of assessment: German and/or English			
Allocation of places			
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)			

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

Module title			Abbreviation
Topics in Business Information Systems 1			12-M-ATW1-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively S instead of V + Ü			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 72 / 309

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



Module title			Abbreviation
Topics in Business Information Systems 2			12-M-ATW2-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively S instead of V + Ü			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 74 / 309

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

Module title			Abbreviation
Advanced Seminar: Selected Aspects of Managerial Accounting			12-M-AUAS-182-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work by means of relevant topics in the field of managerial accounting.			
Intended learning outcomes			
After completion of the seminar, students will be able to answer complex questions from the field of managerial accounting at a scientific level. They are able to conduct scientific literature research in a targeted manner and understand its contents as well as apply further scientific methods to answer questions, integrate acquired results into scientific papers and, building on this, independently prepare presentations and lectures.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, summer semester creditable for bonus			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 76 / 309

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

Module title			Abbreviation
Selected Topics in Business Information Systems 1			12-M-AWI1-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively S instead of V + Ü			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 78 / 309

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

Module title			Abbreviation
Selected Topics in Business Information Systems 2			12-M-AWI2-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively S instead of V + Ü			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or c) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages); (weighted 1:2) or d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or e) entirely or partly computerised written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 80 / 309

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



Module title		Abbreviation
<b>Business Cycles</b>		12-M-BC-211-m01
Module coordinator		Module offered by
head of the Work Group of Empirical Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This module is an introduction to dynamic macroeconomic models with microeconomic foundations with a focus on modern business cycle theories. The course is divided into several sections. Following an introduction to empirical facts on business cycles, the students are introduced to microeconomic foundations of macroeconomic models. Afterwards, the real business cycle model and the New Keynesian model and their connections are covered. Finally, the models are applied to current macroeconomic topics.		
Intended learning outcomes		
Students will acquire a basic understanding of modern business cycle theory. Students gain expertise on business cycle theory as well as on macroeconomic modeling. Having completed the module, students will be able to understand current business cycle development, apply business cycle models to analyze these and to develop appropriate policy measures.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 82 / 309

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

Module title		Abbreviation
<b>Industrial Management 4</b>		12-M-BE-192-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.		
Intended learning outcomes		
The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systems and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) Written examination (approx. 40 to 60 minutes) or b) Presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) Term paper (30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) Portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
20 places. (1) A total of 15 places will be allocated to students of the Master's degree programmes Management as well as International Economic Policy. Should the number of applications exceed 15, these places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available. (2) A total of 5 places will be allocated to students of the Master's degree programme Information Systems. Should the number of applications exceed 5, these places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available. (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		
Module can be taught in form of E Learning course, seminar, workshop etc.		
Workload		
150 h		

<b>Teaching cycle</b>
Teaching cycle: after announcement
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)

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

<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024)

Module title		Abbreviation
<b>Business Analytics</b>		12-M-BUA-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the field of business management decision models and methods and their application in the development of decision-support systems as well as analytical information systems and quantitative methods of data analysis.</p> <p>Students work on current topics using methods from machine learning, mathematical optimization and simulation.</p>		
Intended learning outcomes		
<p>The module provides students with knowledge of:</p> <ul style="list-style-type: none"> <li>• Scientific literature</li> <li>• Implementation of methods in code</li> <li>• Integration of developed results in scientific papers</li> <li>• Creating presentations and lectures</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1            Language of assessment: German and/or English            Assessment offered: Once a year, winter semester</p>		
Allocation of places		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 88 / 309

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



Module title		Abbreviation
Communication in Business and Economics		12-M-BUC-222-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	--
<b>Contents</b>		
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.		
<b>Intended learning outcomes</b>		
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.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
written examination (approx. 60 minutes) Language of assessment: English creditable for bonus		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: winter semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)		

Module title		Abbreviation
Discounted Cashflow		12-M-CF1-182-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The module covers discounted cash flow (DCF) methods under certainty as well as uncertainty in the context of the valuation of unlevered and levered companies. Furthermore, tax aspects as well as their influence on the company value are considered.</p> <p>Syllabus:</p> <ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. DCF Theory under certainty <ol style="list-style-type: none"> <li>1. NPV without taxes</li> <li>2. NPV with personal taxes</li> <li>3. NPV with corporate taxes</li> </ol> </li> <li>3. DCF Theory under uncertainty <ol style="list-style-type: none"> <li>1. DCF basics</li> <li>2. Valuation of unlevered companies</li> <li>3. Valuation of levered companies</li> </ol> </li> <li>4. Practice of DCF methods</li> </ol>		
Intended learning outcomes		
After completion of this module, the students will know a variety of discounted cashflow techniques and are able to apply properly them in order to evaluate projects or firms.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		

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

Module title			Abbreviation
Portfolio and Capital Market Theory			12-M-CF2-182-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module conveys profound knowledge of individual portfolio choices and on this basis the most important capital market theory (namely capital asset pricing model) is introduced, including its assumptions, implications and extensions.</p> <p>Syllabus:</p> <ol style="list-style-type: none"><li>Modern Portfolio Selection<ol style="list-style-type: none"><li>2 Asset-Case</li><li>Multiple-Asset-Case</li><li>Critique of Portfolio Theory</li></ol></li><li>Capital Asset Pricing Model<ol style="list-style-type: none"><li>Assumptions and Derivation</li><li>Implications</li></ol></li><li>Empirical Aspects, Extensions and Alternatives</li></ol>			
Intended learning outcomes			
<p>This module enables the students</p> <p>(i) to explain and to determine the optimal capital market position of an investor given the different investment opportunities and individual utility function;</p> <p>(ii) to understand and use the central CAPM propositions for valuating risky assets.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			

### Module appears in

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

Module title		Abbreviation
Risk Management		12-M-CF3-222-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module deals with the valuation and use of classical derivatives in financial markets. In particular, futures, swaps and options are considered as well as their possible applications in the context of financial risk management. In particular, students will be introduced to the theory involved in pricing options, as well as important valuation parameters. In addition, some established risk measures such as value-at-risk are discussed.</p> <ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Futures &amp; Forwards</li> <li>3. Swaps</li> <li>4. Options</li> <li>5. Measures of risk</li> </ol>		
Intended learning outcomes		
<p>Upon completion of this module students will be able to,</p> <ol style="list-style-type: none"> <li>(i) independently determine the fair value of the derivatives discussed, as well as</li> <li>(ii) to understand and evaluate common capital market hedging strategies.</li> </ol>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)</p>		

Module title			Abbreviation
Selected Topics in Corporate Finance			12-M-CF4-182-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new chairs that are not yet included in the regular curriculum.</li></ul> <p>The chair holder will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Economathematics (2021)</p> <p>Master's degree (1 major) International Economic Policy (2022)</p> <p>Master's degree (1 major) Management (2022)</p> <p>Master's degree (1 major) Economathematics (2022)</p>			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 96 / 309

Module title			Abbreviation
Risk measurement and risk valuation: Concepts and applications for banks			12-M-CF5-182-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The course augments the usual consideration of symmetric risk metrics by introducing metrics for downside risks and the concept of risk as a capital requirement. The focus for applications in banks lies in the treatment of risks with regard of supervisory regulations.			
Intended learning outcomes			
After completing the course “Risk measurement and risk valuation: Concepts and applications for banks” the students are able			
1. to judge the appropriateness and problems of asymmetric risk measures,			
2. to address essential risks in banks and to understand their handling by supervisory regulations as well as			
3. to realize the concept of risk as a capital requirement being the systematic base for these aspects in the banking sector.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or			
b) term paper (approx. 15 pages)			
Language of assessment: German and/or English			
creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018)			
Master's degree (1 major) International Economic Policy (2018)			
Master's degree (1 major) China Business and Economics (2019)			
Master's degree (1 major) China Language and Economy (2019)			
Master's degree (1 major) Information Systems (2019)			
Master's degree (1 major) China Business and Economics (2021)			
Master's degree (1 major) China Language and Economy (2021)			
Master's degree (1 major) Economathematics (2021)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 97 / 309



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

Module title			Abbreviation
Selected Topics in Risk Management			12-M-CF6-231-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module "Selected Topics in Risk Management" provides an in-depth exploration of the key aspects and techniques of risk management. It teaches advanced methods for risk analysis, assessment, and control in various corporate contexts. Key topics include the management of financial risks, operational risks, and strategic risks. There is also a special focus on the application of risk management tools and the integration of risk management strategies into corporate governance.			
Intended learning outcomes			
Upon completion of the module, students will be able to identify, analyze, and develop effective management strategies for complex risks. They can competently apply risk management tools and are capable of integrating risk management processes into strategic planning and corporate governance.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024)			

Module title			Abbreviation
Change Management			12-M-CIU-222-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			
Within the module, theoretical basics of change management are covered. In addition, we present and jointly analyze existing change projects in detail. We try to answer related questions, too. For example, the module discusses how to involve stakeholders in change, what motivates them to embrace change, and whether participation is a universal principle. The module covers projects like merging two departments, restarting a department with team building, conducting an employee survey, or developing a new mission statement. The majority of the projects are taken from the social sector, but can be transferred to industry and SMEs.			
Intended learning outcomes			
After participating the lecture, students will be able to understand the occurrence of resistance and massive emotional reactions in change processes. Change processes can be critically analyzed and the use of typical instruments in change processes can be questioned. Students are able to identify the typical pitfalls and hurdles in these processes and are able to use their knowledge for own future projects as well as to create their own solutions in change processes.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)			

Module title		Abbreviation
Contract Theory		12-M-CT-222-m01
Module coordinator		Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of “moral hazard” (i.e., situations where one party has private knowledge after a contract has been signed) and “adverse selection” (i.e., situations where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws.</p> <p>Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving.</p> <p>The exposition is primarily based on the following textbook: Laffont and Martimort (2002): "The Theory of Incentives"</p>		
Intended learning outcomes		
<p>After completing the course students will be able to</p> <ul style="list-style-type: none"> <li>• explain essential findings of contract theory,</li> <li>• apply the involved methods to given stylized examples on their own,</li> <li>• interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information,</li> <li>• evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		

<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: no courses offered
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
<b>Design of Field Experiments and Studies</b>		12-M-DFES-182-m01
Module coordinator		Module offered by
holder of the Chair of Labour Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The module "Design of Field Experiments and Studies" deals with the planning, implementation and evaluation of field experiments and empirical studies.</p> <p>Contents</p> <ul style="list-style-type: none"> <li>• Introduction to field experiments and studies</li> <li>• Basics of experimental design</li> <li>• Planning field experiments</li> <li>• Conducting field experiments</li> <li>• Statistical analysis of field data</li> <li>• Internal and external validity</li> <li>• Special topics and advanced concepts</li> <li>• Interpretation and communication of results</li> </ul>		
Intended learning outcomes		
These topics help students to develop a deep understanding of the complexities and challenges of field experiments and to acquire the necessary skills to conduct high quality empirical research.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
Research track module in Master's programme IEP		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 103 / 309

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

Module title			Abbreviation
Digital Marketing I			12-M-DM1-182-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Digitalization is rapidly changing our lives, including all types of business relationships. Therefore, new opportunities and approaches have emerged in all areas of the marketing mix: Managers can choose from a wide variety of new communication channels, such as social media networks, blogs, or messengers, and can engage in influencer marketing and search engine optimization. They increasingly rely on online customer co-creation or crowd-sourcing and create a wide variety of new digital products and services, often related to completely new business models. Through price crawlers and price setting tools customers' price search behaviors have significantly changed, requiring new price setting techniques. Artificial intelligence enables managers to automate and optimize many of these marketing processes, thus offering new opportunities and challenges for companies. Overall, digital marketing offers a tremendous variety of concepts and approaches to seize respective opportunities and deal with related challenges, which will be largely highlighted and discussed in this course.</p>			
Course structure:			
<ul style="list-style-type: none"><li>• Introduction to Digital Marketing (incl. trends and major players)</li><li>• Digital Product Management (incl. management of digital and digitalized products, innovations, and brands)</li><li>• Digital Price Management (incl. digitalized and innovative pricing models and tools, such as crawlers, pay-per-use pricing, etc.)</li><li>• Digital Communication Management (incl. social media marketing, influencer marketing, search engine marketing, mobile marketing, content marketing, viral marketing, augmented and virtual reality marketing, etc.)</li><li>• Responsibilities resulting from Digital Marketing (incl. customer privacy, ethical challenges, organizational aspects)</li><li>• Current Trends &amp; Future Outlook (incl. virtual and augmented reality, artificial intelligence, etc.)</li></ul>			
Intended learning outcomes			
<p>This course provides a broad overview about these new approaches of digital marketing. It explains the underlying concepts of digital marketing and illustrates these approaches and concepts along numerous case studies. After attending this course, students should have a broad and in-depth understanding of digital marketing and its tools and of how to implement them successfully in business practice.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 105 / 309



<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: no courses offered
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title			Abbreviation
Digital Marketing II			12-M-DM2-182-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In this module, students take on the fictitious role of marketing managers who manage the marketing department of a large company division in the consumer electronic goods sector. They are asked to develop a marketing strategy for the division, which includes the product portfolio, suitable pricing approaches, online and offline communication and marketing via online and offline sales channels. The situation described above is illustrated in a so-called "business simulation", which is completed online in several groups.			
Intended learning outcomes			
In this course, students learn to apply central concepts of online and offline marketing in a targeted manner and in relation to the respective company situation. The course thus forms the bridge between theory transfer and corresponding application in business practice.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 107 / 309

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

Module title		Abbreviation
<b>DSGE Modelling</b>		12-M-DMM-222-m01
Module coordinator		Module offered by
head of the Work Group of Empirical Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course offers an introduction to "Dynamic Stochastic General Equilibrium Modelling" (DSGE). These models are designed to describe the business cycle at the macro level. In a first step, we analyse the behaviour of a representative household. In particular, we describe how consumption, asset allocation and labour supply plans are formulated. In a second step, we focus on the firm sector and address how firms solve for optimal production plans. In a third step, we explain what role the central bank plays in stabilising the business cycle. Thereby, we show how changes in interest rates interact with optimal decisions taken by households and firms. We also discuss hot topics such as CAPM models and monetary policy in the euro area.</p>		
Intended learning outcomes		
<p>The course offers analytical tools designed to solve DSGE models. These analytical skills encompass:</p> <ul style="list-style-type: none"> <li>• Solving of intertemporal optimization problems (e.g., consumption Euler-equations).</li> <li>• Linearization methods (e.g., Taylor-expansions).</li> <li>• Solving linear difference expectations by minimum state variabel techniques (MSV-solution).</li> <li>• Basic time series concepts such as impulse response functions, variance decompositions.</li> <li>• Basic insights in MATLAB/ Dynare programming: specifying, solving and estimating DSGE models.</li> </ul> <p>Based on the course students are able themselves to design and implement DSGE models.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
Research track module in Master's programme IEP		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)</p>		

Module title		Abbreviation
<b>Decision Support Systems</b>		12-M-DSS-192-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools (Python).		
Intended learning outcomes		
<p>After successfully completing the course, students should be able to</p> <ul style="list-style-type: none"> <li>• Understand the structure of classic business decision problems</li> <li>• Isolate key elements from general problem descriptions and convert them to quantitative decision models</li> <li>• Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic)</li> <li>• Implement decision support systems</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) Written examination (approx. 60 minutes) or  b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)  Language of assessment: German and/or English  creditable for bonus</p>		
Allocation of places		
<p>40 places.  Should the number of applications exceed the number of available places, places will be allocated as follows:  (1) Master's students of Information Systems will be given preferential consideration.  (2) The remaining places will be allocated to students of other subjects.  (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.</p>		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Information Systems (2019)  Master's degree (1 major) China Business and Economics (2021)  Master's degree (1 major) China Language and Economy (2021)  Master's degree (1 major) Economathematics (2021)</p>		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 110 / 309

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

Module title			Abbreviation
E-Commerce I			12-M-EC1-182-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
E-commerce is a highly relevant field for almost all types of companies. However, the ecommerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies' current and future potential and make suggestions for improvements and for addressing future trends. Furthermore, each lecture session will contain short presentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general.			
Intended learning outcomes			
This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 112 / 309

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



Module title		Abbreviation
<b>Business Communication in Print, Online and Social Media</b>		12-M-ECC-182-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module focuses on the relationship of offer characteristics with benefit aspects for the end consumer and the business models on the part of the providers. Starting from the basics of editorial work and professional text management, the new forms of communication management in social networks are presented. The focus of the lecture is on the use of social media in campaigns (Facebook, Twitter, Instagram, Tiktok). There will also be exercises on various Web 2.0 applications (e.g. online social networks) and on the collection and interpretation of online market research data. However, crisis communication of companies will also be covered in particular opinion-makers on the web as well as protest culture on the web.</p>		
Intended learning outcomes		
<p>By participating in the module courses, students acquire job-specific skills in research and interviewing. Students are able to collect and organize information according to criteria of topicality and relevance. In addition, students are taught journalistic expertise so that they are able to recognize the forms of presentation of news, reports, and background reports with their media characteristics and communicative functions in different media genres and create them themselves. Students will be able to prototype and design a social media campaign, describe the editorial and technical approach including feedback, response, and customer engagement. In addition, students will be able to design counter-strategies for corporate communication crises.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Media Communication (2019) Master's degree (1 major) Information Systems (2019)</p>		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 114 / 309

Master's degree (1 major) China Business and Economics (2021)  
 Master's degree (1 major) China Language and Economy (2021)  
 Master's degree (1 major) Econometrics (2021)  
 Master's degree (1 major) Information Systems (2022)  
 Master's degree (1 major) International Economic Policy (2022)  
 Master's degree (1 major) Management (2022)  
 Master's degree (1 major) Econometrics (2022)  
 Master's degree (1 major) Media Entertainment (2022)  
 Master's degree (1 major) Psychology of digital media (2022)  
 exchange program Business Management and Economics (2022)

Module title		Abbreviation
<b>Experimental Economics</b>		12-M-EE-182-m01
Module coordinator		Module offered by
holder of the Chair of Labour Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p><b>Aim and outline of the course:</b></p> <p>The Nobel Prizes for Daniel Kahneman and Vernon Smith 2002 and for Richard Thaler 2017 have underlined the increasing importance of experimental methods in economics. Experimental methods are used to collect data using randomization or a highly controlled environment. This course offers an introduction to the methodology of experimental economics and economic laboratory experiments.</p> <p>In the methodology part it is shown why experiments are a good tool to generate scientific knowledge. Furthermore, widely used techniques in economic experiments are explained and how economic experiments differ from experiments in other social sciences. This part also deals with methods of reasoning, i.e. how inferences can be drawn from evidence that is generated by experiments.</p> <p>The unifying theme of all laboratory experiments that will be covered is, understanding the behavior of agents, who produce and/or distribute goods by interacting with each other. The first topic is about markets and it includes experiments that shown under which conditions and institutions markets work very efficient and under which conditions and institutions they fail to yield a desirable outcome. The second topic includes experiments that look at the behavior of two agents, who bargain about the distribution of a common pie. On the basis of these results we will discuss experiments that try to explain bargaining behavior and show how agents deviate systematically from the neoclassical framework, i.e. the "homo oeconomicus". The third topic deals with cooperation and institutions that support cooperation in the long run as equilibrium. Further, systematic evidence will be presented on how individuals can be classified in different cooperative types and how these types can explain economic outcomes in natural environments. The forth topic concerns reciprocity, a strong determining factor of human behavior that is nearly universal. We will cover experiments that show how reciprocity can enforce relational contracts in the absence of third party enforcement. Moreover, there will be a special emphasis on how reciprocity affects labor markets.</p> <p>When time permits up to two additional topics will be covered. The first topic is about gender differences in competitiveness, risk-aversion and overconfidence. The second topic is about the elicitation of social norms.</p> <p><b>Prerequisites:</b> Participants should have a basic knowledge about microeconomics, game theory and econometrics.</p> <p><b>Literature:</b></p> <p>The course will be mainly paper based but the following books provide a good overview and complement the discussed papers.</p> <ul style="list-style-type: none"> <li>• Dhami, S. (2016). The Foundations of Behavioral Economic Analysis. Oxford University Press.</li> <li>• Guala, F. (2005). The Methodology of Experimental Economics. Cambridge University Press</li> </ul> <p>In addition lecture slides will be provided.</p>		
Intended learning outcomes		
<p>The aim of the course is to familiarize students with the methodology experimental economics. Further, students will be enabled to understand how causal evidence can be obtained using controlled variation and how to generalize from results that are derived in artificial laboratory setting to more natural environments. Moreover, the</p>		

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

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

V (2) + Ü (2)

Module taught in: English

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

a) written examination (approx. 60 minutes) or

b) term paper (approx. 15 pages)

Language of assessment: English

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

**Allocation of places**

--

**Additional information**

Research track module in Master's programme IEP

**Workload**

150 h

**Teaching cycle**

Teaching cycle: after announcement

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

--

**Module appears in**

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

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

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

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

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

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

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

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

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

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

exchange program Business Management and Economics (2022)

Module title		Abbreviation
European Public Finance		12-M-EFP-222-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course aims at introducing the main public finance issues in the European Union. Students will learn how the revenues of the Union are generated and how they are spent. We will discuss the motivation and implications of the Brexit decision and various coordination problems with respect to public debt, taxation and environmental policy. Economic policy is discussed with simple models, which highlight the central problems.</p> <p>Course contents:</p> <ol style="list-style-type: none"> <li>1. The European Union: History and Institutions</li> <li>2. The Budget of the European Union</li> <li>3. Economic Analysis of the Brexit Process</li> <li>4. Sovereign Debt, Financial Crisis and Fiscal Integration in the EMU</li> <li>5. Tax Competition or Tax Coordination in Europe?</li> <li>6. European Climate Policy: Emission Trading and Green Deal</li> </ol>		
Intended learning outcomes		
After completing the course students are introduced to the central public finance policy issues, institutions and rules of conduct in the EU. They are able to apply simple theoretical models to to discuss and analyze more specific policy problems.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus		
Allocation of places		
There are no restrictions with regard to available places for students of the Master's degree programmes Business Management, International Economic Policy or Economics, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.		
Additional information		
--		
Workload		
150 h		

<b>Teaching cycle</b>
Teaching cycle: summer semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Applied Human Geography (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025) Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
<b>Monetary Policy and the Financial System</b>		12-M-EG1-222-m01
Module coordinator		Module offered by
head of the Work Group of Empirical Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module is a thorough introduction to monetary policy. The course is divided into four sections. The first one repeats macroeconomic concepts. The second one deals with core topics on monetary policy and theory. In the third one, monetary policy with the zero lower bound on nominal interest rates constraint is analyzed. The fourth section deals with linkages between monetary and fiscal policy.</p> <p>Format of the module: lectures and exercise sessions</p> <p>Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.</p> <p>Usability: Master International Economic Policy</p> <p>Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.</p> <p>ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.</p> <p>Frequency of the module: Each winter term</p> <p>Workload: 150 hours (Lecture + Exercise Session + Self Study)</p> <p>Duration: 1 Semester</p>		
Intended learning outcomes		
Students will acquire a thorough understanding of the theory and practice of monetary policy. Students gain expertise on institutional aspects and theoretical monetary models. Having completed the module, students will be able to understand current developments in monetary policy and and apply models and theories to analyze and evaluate these.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		

<b>Teaching cycle</b>
Teaching cycle: after announcement
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022)



Module title		Abbreviation
<b>Economic Geography</b>		12-M-EG-182-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Der Kurs wird in Englisch gelesen</p> <p><u>Content</u></p> <p>The lecture starts with a brief motivation of the core issues and a short overview over key forces driving the allocation of economic activity in space. The main parts of the lecture cover the functioning and evolution of cities and city systems, and the economic geography of regions and countries.</p> <p>I Motivation and Facts</p> <p>II Location Basics</p> <ul style="list-style-type: none"> <li>- Forces Shaping the Location of Economic Activity in Space</li> <li>- Some Intellectual Background</li> </ul> <p>III Urban and Regional Economics</p> <ul style="list-style-type: none"> <li>- The Spatial Structure of Cities</li> <li>- City Systems</li> </ul> <p>III New Economic Geography</p> <ul style="list-style-type: none"> <li>- From the New Trade Theory to the New Economic Geography</li> <li>- Footloose Capital Model and Policy Applications</li> <li>- Core Periphery Models and Policy Applications</li> <li>- Empirics</li> </ul> <p><u>Literature:</u></p> <p>The course uses a combination of textbooks and journal articles. Articles from the Handbook of Urban and Regional Economics (current and previous volumes) are heavily used. Useful books are:</p> <p>Brakman, W., H. Garretsen and Ch. van Marrewijk, 2009, The New Introduction to Geographical Economics, Cambridge University Press</p> <p>Baldwin, R., R. Forslid, P. Martin, G. Ottaviano and F. Robert-Nicoud, 2003, Economic Geography and Public Policy, Princeton, 2003</p> <p>Combes, P.P, Th. Mayer and J.F. Thisse, 2008, Economic Geography. The Integration of Regions and Nations, Princeton University Press</p> <p>Fujita, M., P.R. Krugman and A.J. Venables, 1999: The Spatial Economy, MIT Press</p>		

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

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

### Intended learning outcomes

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

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

V (2) + Ü (2)

Module taught in: English

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

a) written examination (approx. 60 to 90 minutes) or

b) term paper (approx. 15 pages)

Language of assessment: English

creditable for bonus

### Allocation of places

--

### Additional information

--

### Workload

150 h

### Teaching cycle

Teaching cycle: summer semester

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

--

### Module appears in

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

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

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

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

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

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

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

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

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

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

exchange program Business Management and Economics (2022)

Module title			Abbreviation
Monetary Policy, Foreign Exchange Markets, and the International Monetary System			12-M-EG2-182-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The course deals with the following topics:			
The foreign exchange market: Functioning of foreign exchange markets; market structure, players and evolution; FX transactions; hedging and speculation with FX.			
Exchange rate economics: Theoretical background and empirical validity of covered interest parity (CIP), uncovered interest rate parity (UIP) and purchasing power parity (PPP); Monetary approach: Flexible price monetary model and sticky price (Dornbusch-) overshooting model; Balassa-Samuelson effect; FX valuation via the PPP and the macroeconomic balance approach; Real effective exchange rates; Empirical validity of the exchange rate theories; Exchange rates and the current account.			
Exchange rate regimes and monetary policy in open economies: Classification of exchange rate regimes; the policy trilemma in open economies; historical development of the international monetary system; central bank interventions on the FX market.			
Modelling open economy macroeconomics at the intermediate level: Implications of the Mundell-Fleming model for monetary and fiscal policy under fixed and flexible exchange rates. The BMW (IS-MP-PC) model of the open economy and its implication for monetary and fiscal policy under fixed and flexible exchange rates; optimum currency areas in the BMW model and in practice.			
Currency crises: International experience with currency crises since the 1970s; modelling currency crises within the Mundell-Fleming framework. Managed-floating as a solution for the policy trilemma.			
Intended learning outcomes			
By completing this course, students receive a profound understanding of the functioning of foreign exchange markets, the drivers of exchange rate movements and some exchange rate valuation methods used in practice. Next to a profound knowledge of exchange rate theory the course highlights its practical applicability, e.g. as an investment strategy. In the second part of the course students learn the principles of monetary policy in open economies, including its trade-offs and risks like currency crises. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 124 / 309

<b>Allocation of places</b>
30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.
<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: after announcement
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)

Module title		Abbreviation
<b>Market Research and Demand Analysis</b>		12-M-EIO-182-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<ol style="list-style-type: none"> <li>(Recap of) Econometric methods <ul style="list-style-type: none"> <li>Ordinary Least Squares (OLS)</li> <li>Endogeneity and how to deal with it (Instrumental Variables)</li> </ul> </li> <li>Estimation of demand <ul style="list-style-type: none"> <li>Representative consumer models</li> <li>Multinomial Logit Model (ML) and extensions</li> <li>Discrete choice models with individual data</li> <li>Discrete choice models with aggregate data</li> </ul> </li> <li>Further applications <ul style="list-style-type: none"> <li>Demand and Supply estimation</li> <li>Inferring marginal costs</li> <li>Using structural models for counterfactual policy analysis</li> </ul> </li> </ol>		
Intended learning outcomes		
<p>The students taking this class will learn modern empirical methods in studying questions related to industry outcomes. They will become familiar with methods used in estimating demand and during exercises will learn how one can implement these methods in practice using statistical software. The lectures will help students to have a thorough understanding of the so-called New Empirical Industrial Organization (NEIO) methodology. The students will become familiar with methods used in estimating demand and imperfect competition models among firms. They will learn how to use such models to infer marginal costs as well as constructing policy simulations based on the estimated models to evaluate the effects of changes in the competitive environment, such as mergers. A student that successfully completes this course will not only be able to read empirical academic papers but will also implement a few important models in computer exercises. Furthermore, students will be able to draw implications of empirical studies for economic policy in areas such as antitrust and regulation.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
Research track module in Master's programme IEP		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 126 / 309

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

--

**Module appears in**

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

Module title			Abbreviation
Empirical HR Research with Stata			12-M-EPF-161-m01
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA. Reading list to be provided in class.			
Intended learning outcomes			
The aim of the seminar is to enable students to understand and apply the most important estimation programmes and their application in STATA with a focus on problems in personnel economics.			
Courses (type, number of weekly contact hours, language — if other than German)			
Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 10 pages) Language of assessment: German and/or English Assessment offered: Once a year as announced			
Allocation of places			
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 128 / 309

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



Module title			Abbreviation
Advanced Seminar: Enterprise Systems			12-M-ES-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Information Systems		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of information systems and enterprise systems.			
Reading: will vary according to topic			
Intended learning outcomes			
After completing the course "Enterprise Systems", students will be able to 1. understand the fundamentals of scientific literature reviews; 2. integrate elaborated content in a scientific thesis; 3. create presentations independently.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 130 / 309

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

Module title		Abbreviation
European Economic Statistics		12-M-EWS-182-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Subject and tasks of business and economic statistics</li> <li>2. The European system of national accounting</li> <li>3. The harmonised consumer price index</li> <li>4. Structural indicators</li> <li>5. Money and loans in the European monetary union</li> <li>6. Data bases of EuroStat</li> </ol>		
Intended learning outcomes		
Students acquire comprehension on the most important indicators and accounting systems of the European and German business and economic statistics. They will be able to use these reporting systems for different macroeconomic questions.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)</p>		
Master's with 1 major Management (2022)		<p>JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022</p>
		page 132 / 309

exchange program Business Management and Economics (2022)

Module title		Abbreviation
Policy of Taxation		12-M-F1-182-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Reading: lecture notes provided by Chair.</p> <p>Contents:</p> <ol style="list-style-type: none"> <li>1. Fiscal harmonisation system in Germany</li> <li>2. Mechanics and problems of the VAT system</li> <li>3. Tax incidence analysis</li> <li>4. Income tax code</li> <li>5. Taxation of married couples and families</li> <li>6. Taxation and household decisions</li> </ol>		
Intended learning outcomes		
After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p>		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 134 / 309

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

Module title		Abbreviation
<b>Social Insurance and the Welfare State</b>		12-M-F3-182-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.</p> <p>Reading: lecture notes provided by Chair.</p> <p>Contents:</p> <ol style="list-style-type: none"> <li>1. Public intervention in insurance markets</li> <li>2. The insurance function of social security</li> <li>3. Social security and social morale</li> <li>4. The optimal health insurance contract</li> <li>5. Why do we need a public pension system?</li> <li>6. Funding vs pay-as-you-go financing of public pensions</li> </ol>		
Intended learning outcomes		
After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p>		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 136 / 309

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



Module title		Abbreviation
Optimal Tax Theory		12-M-F4-182-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>The course will discuss the design of an optimal tax system. First, students will learn what criteria have to be met for a tax system to be optimal. Lectures will introduce key rules for taxing commodities as well as income and capital.</p> <p>Examining specific taxation issues such as eco-tax, family taxation and the taxation in an uncertain world, students will then gain more in-depth insights into these rules.</p> <p>Reading: Lecture notes will be provided.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Optimal commodity taxation</li> <li>2. Optimal income taxation</li> <li>3. Optimal taxation of families</li> </ol>		
Intended learning outcomes		
<p>After completing this module students have a basic understanding of what is meant with "optimal taxation". They are able to apply this concept to specific normative questions of tax policy in practice. Students also learn to prepare and present short papers, where they discuss specific normative policy issues in groups.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p>		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 138 / 309

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

Module title			Abbreviation
Case Studies on Business Taxation			12-M-FER-161-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module offers a cross-sectional view of business taxation by means of case studies which will be prepared by participants in advance and will be discussed in class. The focus will be on German income taxation, income calculation for tax purposes, taxation of partnerships as well as tax problems of foreign activities of German companies.			
Intended learning outcomes			
Students deepen their knowlegde of the German tax law. They are enabled to solve complex tax problems on their own.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 120 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 140 / 309

Module title		Abbreviation
<b>Analysis of Financial Market Data</b>		12-M-FMO-182-mo1
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(I)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, CAPM is discussed and examined, in particular with regard to its empirical applicability.</p> <p>Syllabus:</p> <ol style="list-style-type: none"> <li>1. Information efficiency</li> <li>2. Random walk</li> <li>3. Theoretical market models</li> <li>4. Event studies</li> <li>5. Univariate modelling of time series data</li> <li>6. Models to explain volatility (ARCH and GARCH)</li> <li>7. Estimation of the capital asset pricing model</li> </ol> <p>Reading:</p> <p>Alexander, C.: A Guide to Financial Data Analysis, Wiley.</p> <p>Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press.</p> <p>Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirtschaftlichen Zeitreihen, Verlag V. Florentz.</p> <p>Hamilton, JD: Time Series Analysis, Princeton University Press.</p> <p>Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press.</p> <p>Taylor, S.: Modelling Financial Time Series, Wiley.</p>		
Intended learning outcomes		
Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistic programs such as R and critically analyze their economic importance. In addition, the students learn the independent handling of empirical capital market data and at the end of the course, they will have the ability to develop own functions and routines, for example for R.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		

<b>Allocation of places</b>
--
<b>Additional information</b>
Research track module in Master's programme IEP
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: summer semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title			Abbreviation
Group Accounting			12-M-GA-221-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>As businesses expand, the complexity of managing and reporting financial information across multiple subsidiaries and countries increases dramatically. Group accounting is crucial for companies operating on a large scale, as it involves consolidating diverse financial data into a single, cohesive set of financial statements that reflect the financial status of the entire corporation. This module covers the necessary knowledge to prepare and interpret consolidated financial statements under the International Financial Reporting Standards (IFRS). We will discuss the basic principles of group accounting and provide in-depth knowledge of the relevant standards. Students get to know the different types of mergers, acquisitions, and investments and the accounting methods needed to inform stakeholders about these activities. Students learn why consolidated financial statements are relevant and how the consolidation process works. In addition, we cover various recent topics in group accounting, e.g., the treatment of goodwill and why regulating it is becoming increasingly difficult.</p>			
Outline			
<ul style="list-style-type: none"><li>• Economic principles of group accounting</li><li>• Scope of consolidation</li><li>• Preliminary measures</li><li>• Capital consolidation</li><li>• Debt consolidation</li><li>• Consolidation of revenues and expenses</li><li>• At-equity consolidation</li></ul>			
Intended learning outcomes			
<p>Upon completion of this module, students will be able to:</p> <ul style="list-style-type: none"><li>• Explain the essential concepts and elements of group accounting;</li><li>• Prepare consolidated financial statements and solve relevant consolidation issues;</li><li>• Recognize the necessity of consolidated financial statements and critically evaluate consolidated financial statements.</li></ul>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 to 120 minutes)			
Language of assessment: German and/or English			
creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			

<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022)

Module title		Abbreviation
Global Logistics & Supply Chain Management		12-M-GLSC-182-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.		
Intended learning outcomes		
After completing this course students can (i) analyze and evaluate global production networks; (ii) develop and apply appropriate methods to plan production networks; (iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 145 / 309



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

Module title			Abbreviation
Global Value Management			12-M-GVM-161-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In this course, students will explore selected issues of procurement, production and logistics management.			
Intended learning outcomes			
In addition to the necessary expertise in the management of global value networks, in this seminar (inter-) disciplinary and social competences are taught, because these from procurement, production and logistics management at least partially independent capabilities provide a not important success factor of a successful (global and usually intercultural) cooperation to deal with the complex problems of the global value management.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: alternatively eLearning, S, WS			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 to 90 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered and in the subsequent semester creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 147 / 309

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

Module title			Abbreviation
Human Resource Management and Industrial Relations			12-M-HRM-222-m01
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>The lecture "Human Resource Management and Industrial Relations" introduces advanced theories, estimation techniques and empirical results from the areas of human resources management and institutional frameworks such as the different actors in industrial relations.</p> <p>Syllabus</p> <p>Introduction: Human Resource Management &amp; Industrial Relationships</p> <p>Chapter 1: The employment contract [formal model]</p> <p>Chapter 2: Motivation [formal model]</p> <p>Chapter 3: Employee resistance against reorganisations [empirical study]</p> <p>Chapter 4: The role of works councils [formal model]</p> <p>Chapter 5: Works councils and the employer wage structure [empirical study]</p> <p>Chapter 6: The behaviour of labour unions [formal model]</p> <p>Chapter 7: Learning process of employers [formal model and empirical study]</p> <p>Chapter 8: Demographic challenges of HRM [formal model and empirical study]</p>			
Intended learning outcomes			
The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English			
Allocation of places			
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.			

<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: summer semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)

Module title		Abbreviation
International Taxation		12-M-IB-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The module discusses tax aspects (legal facts as well as economic effects) of cross-border business activities. Students become familiar with the principles of international taxation, relevant aspects of German income tax law, the function of double taxation treaties as well as recent developments of taxation within the European Union (mostly triggered by the Court of Justice of the European Union). The topics are introduced in the form of lectures. Complex case studies are used for an in-depth discussion of selected aspects.</p>		
Intended learning outcomes		
<p>After completion of the module students are able</p> <ul style="list-style-type: none"> <li>(i) to assess tax issues of cross-border business activities and develop structured solutions;</li> <li>(ii) to assess the economic effects of rules of international tax law on its own;</li> <li>(iii) systematically apply double tax treaties.</li> </ul> <p>The students have knowledge of the basics of international taxation and the German international tax law. They are able to judge and to analyze, using the relevant sources of law complex, case studies on the taxation of cross-border business activities independently and to develop design proposals for the solution.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages), presentation of term paper (approx. 20 minutes), weighted 3:2 Language of assessment: German and/or English Assessment offered: To be announced creditable for bonus</p>		
Allocation of places		
<p>12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Management (2015)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 151 / 309

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

Module title		Abbreviation
<b>E-Business Strategies</b>		12-M-IBS-192-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.		
Intended learning outcomes		
<ul style="list-style-type: none"> <li>- Understand theoretical concepts of strategy development and implementation in the context of digital technologies.</li> <li>- Apply different frames of reference and understand their strengths and weaknesses in the context of practical application.</li> <li>- Transfer the concepts to real business situations</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) Written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
40 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Master's students of Information Systems will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 153 / 309



Master's degree (1 major) China Language and Economy (2021)  
 Master's degree (1 major) Econometrics (2021)  
 Master's degree (1 major) Information Systems (2022)  
 Master's degree (1 major) Management (2022)  
 Master's degree (1 major) Econometrics (2022)

Module title			Abbreviation
International Financial Management			12-M-IFM-222-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module introduces students to the financial management of firms engaged in a globalized business environment. Topics include the foreign exchange market, the international monetary system as well as the determination of exchange rates and foreign currency risk. The module also covers international capital markets and familiarizes students with methods and data sources required for the analysis of international financial markets.			
Intended learning outcomes			
Students who complete the module will have a basic understanding of the theoretical and practical aspects of international financial management. Moreover, they should also be able to understand current developments in financial markets and interpret them using the theoretical foundations and practical examples covered in the module.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)			

Module title			Abbreviation
International Marketing			12-M-IMM-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>The module builds on the knowledge acquired during the Bachelor's degree programme or the <i>Grundstudium</i> (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter's diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"><li>1. Internationalisation of the economy and regional integration processes<ul style="list-style-type: none"><li>• Globalisation</li><li>• Competitiveness of countries, industries and companies in an international context</li></ul></li><li>2. International strategic marketing decisions<ul style="list-style-type: none"><li>• Market entry forms</li><li>• Market development strategies</li><li>• Timing strategies</li><li>• International organisation structures</li></ul></li><li>3. Theories and strategies of internationalisation<ul style="list-style-type: none"><li>• Foreign trade theory</li><li>• Multinational enterprise</li><li>• Internationalisation strategies</li></ul></li></ol> <p>Reading:</p> <p>Meffert, H. / Burmann C. / Becker, C.: Internationales Marketing-Management, Stuttgart etc. (most recent edition).</p> <p>Berndt, R. / Fantapié-Altobelli C. / Sander M.: Internationales Marketing-Management, Berlin etc. (most recent edition).</p>			
Intended learning outcomes			
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English			
Allocation of places			
--			

<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: after announcement
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title			Abbreviation
Strategic Managerial Accounting			12-M-INST-182-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module focuses on 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, knowledge about fundamental requirements concerning instruments of decision-making and behavior control within enterprises is acquired. What is more, the module conveys obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 158 / 309

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

Module title		Abbreviation
IT-Management		12-M-ITM-161-mo1
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Content:</p> <p>This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Organisation and distinction</li> <li>2. IT strategy</li> <li>3. IT organisation</li> <li>4. Management of IT systems</li> <li>5. Enterprise Architecture Management</li> <li>6. IT project management</li> <li>7. IT security</li> <li>8. IT law</li> <li>9. IT controlling</li> </ol> <p>Reading:</p> <ul style="list-style-type: none"> <li>• Hofmann/Schmidt: Masterkurs IT-Management, Wiesbaden.</li> <li>• Tiemeyer: Handbuch IT-Management, Munich.</li> <li>• Hanschke: Strategisches Management der IT-Landschaft, Munich.</li> </ul>		
Intended learning outcomes		
<p>After completing the course "IT Management", students will be able to</p> <ol style="list-style-type: none"> <li>1. overview the different aspects to be considered regarding a purposeful IT management;</li> <li>2. understand and apply appropriate methods and tools;</li> <li>3. independently perform system search and selection in a team project (only after participation in the practice lessons).</li> </ol>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		

<b>Teaching cycle</b>
Teaching cycle: summer semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)



Module title			Abbreviation
International Trade and the Multinational Firm			12-M-ITMF-182-m01
Module coordinator		Module offered by	
holder of the Chair of International Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<u>Content</u>			
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.]			
<u>Outline</u>			
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			
<u>Literature:</u>			
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.			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 162 / 309

<b>Courses</b> (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2) Module taught in: English
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus
<b>Allocation of places</b>
--
<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title			Abbreviation
Information Systems and Artificial Intelligence 1			12-M-KI1-221-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate) or</p> <p>c) term paper (15 to 20 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) Information Systems (2019)</p> <p>Master's degree (1 major) Information Systems (2022)</p> <p>Master's degree (1 major) International Economic Policy (2022)</p> <p>Master's degree (1 major) Management (2022)</p> <p>exchange program Business Management and Economics (2022)</p>			

Module title			Abbreviation
Information Systems and Artificial Intelligence 2			12-M-KI2-221-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate) or</p> <p>c) term paper (15 to 20 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) Information Systems (2019)</p> <p>Master's degree (1 major) Information Systems (2022)</p> <p>Master's degree (1 major) International Economic Policy (2022)</p> <p>Master's degree (1 major) Management (2022)</p>			

Module title			Abbreviation
Coordination, Budgeting and Incentives in Organizations			12-M-KOBO-182-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.			
Intended learning outcomes			
This module aims to provide knowledge in the context of behavioral control in enterprises. Knowledge about requirements on instruments used for behavioral control are discussed and competences for deployment, structure and development of coordination tools are provided.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 166 / 309

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

Module title			Abbreviation
Industrial Management 2			12-M-LA-182-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.			
Intended learning outcomes			
Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of production and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: might also be offered as eLearning, seminary, workshop, etc.			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 168 / 309
---	---	----------------

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



Module title		Abbreviation
<b>Seminar: Applied Analytics in Logistics &amp; Supply Chain Management</b>		12-M-LSCM-222-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Quantitative planning approaches are particularly valuable for designing logistics systems and supply chains. They support decision makers in taking important strategic, tactical, and operational decisions by providing well-founded and relevant information. Many of these decisions have significant impact on the competitiveness of companies because they considerably influence today's as well as tomorrow's costs and revenues. The adoption of quantitative planning methods has been strongly supported by the development of information and communication systems: Advanced tools are available at low costs, versatile methods to model and solve planning problems have been integrated in standard software, the user friendliness has improved, and last but not least: the access to necessary data has substantially progressed (i.e. through ERP systems).		
Intended learning outcomes		
The main objective of this seminar is to familiarize participants with diverse quantitative planning problems and potential solutions. Planning procedures are applied to solve real problems in companies. Participants in this seminar learn about actual planning problems in Logistics and Supply Chain Management; they analyze and understand how companies address these problems.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes) (weighted 2:1) Language of assessment: German and/or English		
Allocation of places		
20 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) International Economic Policy (2022)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 170 / 309

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

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

Module title		Abbreviation
<b>Managerial Analytics &amp; Decision Making</b>		12-M-MADM-182-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The course "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.		
Intended learning outcomes		
After completing this course students can (i) better understand and structure problems; (ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making; (iii) implement advanced analytical methods to support decision making under risk.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 172 / 309

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

Module title		Abbreviation
<b>Seminar: Macroeconomics and Quantitative Economic Research</b>		12-M-MEW-161-m01
Module coordinator		Module offered by
head of the Work Group of Empirical Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
This course will provide students with a more in-depth understanding of specific problems of macroeconomics and quantitative economic research. A current list of topics, from which students may select one, is available on my website.		
<b>Intended learning outcomes</b>		
After the seminar, students can (i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work; (ii) create, present and defend a scientific paper; (iii) deal with the working papers of other participants; (iv) prepare better for the processing of the master's thesis.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
<b>Allocation of places</b>		
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
--		
<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 174 / 309

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

Module title		Abbreviation
<b>Advanced Macroeconomics</b>		12-M-MFF-182-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	English
Contents		
<p><u>Content</u></p> <p>The course covers long-run aspects of macroeconomics. We start with a review of the facts of long-run growth and a review of the Solow-growth model. The lecture then focuses on the infinite-horizon Ramsey-Cass-Koopmans model, on endogenous growth theory and it puts the roles of human capital and institutions under scrutiny. Applications of this framework involving urban and regional growth, resources and the environment will be taken up, time permitting.</p> <p><u>Outline</u></p> <p>I Facts and the Solow Growth Model</p> <p>II Infinite-Horizon Ramsey-Cass-Koopmans model</p> <p>III Endogenous Growth</p> <p>IV Human Capital, Social Infrastructure and Beyond</p> <p>V Applications (Urban and regional growth; Growth, resources and the environment)</p> <p><u>Literature:</u></p> <p>The course draws strongly on the textbook:</p> <p>David Romer, Advanced Macroeconomics, 4<sup>th</sup> edition, McGraw-Hill Irwin.</p> <p>We will use journal articles and research papers at several parts of the lecture.</p>		
Intended learning outcomes		
Students acquire a working knowledge of the key models and analytical tools of advanced macroeconomics. This enables them to identify the key forces that determine the determinants of income levels and growth rates of incomes, to make informed policy analysis and statements and to critically evaluate current controversies and developments as well as to conduct their own research.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 90 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: English</p> <p>creditable for bonus</p>		
Allocation of places		
--		

<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022)



Module title		Abbreviation
Microeconometrics		12-M-MIK-182-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course teaches basics, methods and concepts for the analysis of individual data. The scaling of observed data is adequately addressed. The maximum likelihood method, which is important for this type of data, is explained in detail.</p> <p>Outline</p> <ol style="list-style-type: none"> <li>1. What is microeconometrics?</li> <li>2. Models for qualitatively dependent variables</li> <li>3. Models for limited dependent variables</li> <li>4. Time-dependent models</li> </ol> <p>References</p> <p>Greene, W. H.: Econometric Analysis, Philip Alan.          Ronning, G.: Microeconometrics, Springer Verlag.          Verbeek, M.: Modern Econometrics, Wiley.          Winkelmann, R., Boes, S.: Analysis of Microdata, Springer Verlag.</p>		
Intended learning outcomes		
Students have significant knowledge of the maximum likelihood method and the most important models for qualitatively and limited dependent variables. They can autonomously perform estimations with statistic programs such as R and interpret the results meaningfully.		
Courses (type, number of weekly contact hours, language — if other than German)		
Ü (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
Research track module in Master's programme IEP		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Management (2018)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 178 / 309

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

Module title		Abbreviation
<b>Advanced Seminar: Marketing Strategy</b>		12-M-MSS-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work with the help of relevant topics in the fields of strategic marketing and strategic management.</p> <p>Reading: will vary according to topic</p>		
Intended learning outcomes		
<p>After completing the course "Marketing Strategie", students will be able to</p> <ol style="list-style-type: none"> <li>1. understand the fundamentals of scientific literature reviews;</li> <li>2. integrate elaborated content in a scientific thesis;</li> <li>3. create presentations independently.</li> </ol>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English</p>		
Allocation of places		
<p>10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019)</p>		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 180 / 309

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

Module title		Abbreviation
<b>Mobile and Ubiquitous Business</b>		12-M-MUS-222-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	--
<b>Contents</b>		
The module provides an overview of technologies and business applications of mobile & ubiquitous computing. Concepts and applications are illustrated using numerous examples from mobile telecommunications to the Internet of Things. In the accompanying exercise, corresponding case study texts are analysed and discussed.		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>- Understand the technological basics of mobile &amp; ubiquitous computing.</li> <li>- Analysing business applications in processes, products/services and business models</li> <li>- Apply the concepts learned to real-life problems in a business context</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
Ü (2) + V (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: summer semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Information Systems (2022) Master's degree (1 major) Management (2022) exchange program Business Management and Economics (2022)		

Module title		Abbreviation
<b>Advanced Computational Economics</b>		12-M-NGM-182-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Programming with FORTRAN and application of numerical methods</li> <li>2. Solution techniques for dynamic programming problems</li> <li>3. Policy analysis with stochastic growth and life cycle models</li> </ol> <p>Reading:</p> <p>Lecture notes will be provided.</p>		
Intended learning outcomes		
<p>After completing the course "Advanced Computational Economics" students will be able to</p> <ul style="list-style-type: none"> <li>(i) edit and solve stochastic economic problems using advanced numerical techniques;</li> <li>(ii) implement small scale economic models on the computer;</li> <li>(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: English</p>		
Allocation of places		
--		
Additional information		
Research track module in Master's programme IEP		
Workload		
150 h		
Teaching cycle		
Teaching cycle: winter semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Management (2018)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 183 / 309

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

Module title			Abbreviation
Industrial Management 5			12-M-NMA-221-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The modules provides a broad overview regarding sustainability issues in companies, based on diverse influencing factors. Besides intense classroom discussion the students take a deep dive by participating in an online simulation game.			
Intended learning outcomes			
The students are able to structure the challenges regarding both ecological and social sustainability in companies, evaluate them and develop adequate solutions.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (4) Module taught in: German and/or English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (30 to 40 pages) or d) portfolio (approx. 50 hours) Language of assessment: German and/or English Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus			
Allocation of places			
20 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Business Economics and Industrial Management will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in courses of BWL und Industriebetriebslehre (Business Economics and Industrial Management). (3) Among applicants with the same number of ECTS credits, places will be allocated according to the average grade in courses mentioned in (2). (4) Among applicants with the same average grade, places will be allocated by lot.			
Additional information			
Module can be taught in form of E Learning course or as a block.			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 185 / 309
---	---	----------------



Master's degree (1 major) Management (2018)  
Master's degree (1 major) Economathematics (2021)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Economathematics (2022)

<b>Module title</b>			<b>Abbreviation</b>
<b>Industrial Management 6</b>			12-M-NMB-221-m01
<b>Module coordinator</b>		<b>Module offered by</b>	
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics	
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>	
5	numerical grade	--	
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>	
1 semester	graduate	--	
<b>Contents</b>			
This module serves the purpose of transferring credits from <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.			
<b>Intended learning outcomes</b>			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)			
S (4) Module taught in: German and/or English			
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (30 to 40 pages) or d) portfolio (approx. 50 hours) Language of assessment: German and/or English Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus			
<b>Allocation of places</b>			
20 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Business Economics and Industrial Management will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in courses of BWL und Industriebetriebslehre (Business Economics and Industrial Management). (3) Among applicants with the same number of ECTS credits, places will be allocated according to the average grade in courses mentioned in (2). (4) Among applicants with the same average grade, places will be allocated by lot.			
<b>Additional information</b>			
Module can be taught in form of E Learning course or as a block.			
<b>Workload</b>			
150 h			
<b>Teaching cycle</b>			
Teaching cycle: no courses offered			
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)			
--			

#### Module appears in

Master's degree (1 major) Management (2018)  
 Master's degree (1 major) Econometrics (2021)  
 Master's degree (1 major) Management (2022)  
 Master's degree (1 major) Econometrics (2022)  
 Master's degree (1 major) Management (2024)  
 Master's degree (1 major) International Economic Policy (2024)

Module title		Abbreviation
<b>Econometrics 1</b>		12-M-OE1-182-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.</p> <p>Linear algebra is used as formal aid.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Random variables</li> <li>2. Important distributions</li> <li>3. Point estimates</li> <li>4. Simple linear regression model</li> <li>5. Model assumptions</li> <li>6. Model properties</li> <li>7. Simple hypothesis tests</li> <li>8. Multiple linear regression model</li> <li>9. Linear restrictions</li> <li>10. Dummy variables</li> <li>11. Multiple hypothesis tests</li> </ol>		
Intended learning outcomes		
<p>The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.</p> <p>The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Micro-econometrics" und "Financial Econometrics".</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: German (winter semester), English (summer semester)</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
--		

<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: each semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022)

Module title		Abbreviation
<b>Econometrics 2</b>		12-M-OE2-182-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid.</p> <p>Syllabus:</p> <ol style="list-style-type: none"> <li>1. Specification analysis</li> <li>2. Multicollinearity</li> <li>3. Heteroskedasticity</li> <li>4. Autocorrelated disruptive terms</li> <li>5. Generalized least squares (GLS)</li> </ol>		
Intended learning outcomes		
<p>Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the estimation methods in scientific work, to work independently on adequate implementation of empirical analyzes and to answer selected (economic) scientific issues if available data with the above-mentioned involved problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
Research track module in Master's programme IEP		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		

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

--

**Module appears in**

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

Module title		Abbreviation
<b>Econometrics 3</b>		12-M-OE3-182-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This module deals with advanced econometric methods and concepts based on the classical and the generalized least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalized method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in uni- and multivariate econometric time series analysis, including (non)stationarity, integration and cointegration.</p> <p>Linear algebra is used as formal aid.</p> <p>Syllabus:</p> <ol style="list-style-type: none"> <li>1. Error-in-variables</li> <li>2. IV estimation</li> <li>3. Generalized least squares estimation</li> <li>4. Distributed lag models</li> <li>5. Stationary uni- and multivariate processes</li> <li>6. Deterministic and stochastic trends</li> <li>7. Integrated and cointegrated processes</li> </ol>		
Intended learning outcomes		
<p>The students acquire thorough understanding of advanced methods and concepts in econometrics. They get familiarized with diverse error-in-variables issues and will be capable of handling them appropriately. After the course, students understand the generalized method of moments (GMM) and the instrumental variable (IV) estimator to the extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness and address their theoretical and practical benefits and shortcomings</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
Research track module in Master's programme IEP		
Workload		
150 h		



<b>Teaching cycle</b>
Teaching cycle: after announcement
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022)

Module title		Abbreviation
<b>Advanced Labour Economics</b>		12-M-OEA-222-m01
Module coordinator		Module offered by
holder of the Chair of Labour Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This course provides an overview of the field of modern labor economics. The course will cover the following topics:</p> <ol style="list-style-type: none"> <li>1. Labor supply</li> <li>2. Labor demand</li> <li>3. Human capital formation</li> <li>4. Compensating wage differentials</li> <li>5. Discrimination</li> </ol> <p>The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the outlined topics. Students are expected to read the scientific articles in advance and will be asked to discuss them in small groups during class. In addition, a discussion of the articles will help illustrating how established scholars approach the core questions in modern labor economics and giving students an understanding of high quality empirical research.</p> <p>The main reference for the lecture is Cahuc and Zylberberg. (2004): "Labor Economics", 1st edition, Massachusetts Institute of Technology. In addition, we will discuss well-published economic articles related to the single topics discussed in class.</p>		
Intended learning outcomes		
<p>The aim of this course is to acquaint students with classical as well as modern topics in labor economics and to encourage the development of research interest in this field. As such, the course's objective is to familiarize students with both the core theoretical models of labor economics as well as the main econometric methods used to provide empirical evidence.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Master's with 1 major Management (2022)		<p>JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022</p>
		page 195 / 309

**Module appears in**

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

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

Module title		Abbreviation
<b>Organizational Economics and Digital Transformation</b>		12-M-OEDT-231-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The course Organizational Economics and Digital Transformation introduces advanced topics in organizational economics, with a focus on economic decision-making within organizations. Concepts and tools from microeconomic theory, as well as empirical findings from field studies and laboratory experiments, are incorporated, such as those related to performance measurement and incentives, organizational structure, and authority. Additionally, the course integrates key aspects of digital transformation shaping modern business landscapes. Thus, students not only gain a solid overview of the fundamental principles of organizational economics but also insights into the challenges, opportunities, and strategies associated with the digital transformation of businesses.</p>		
Intended learning outcomes		
<p>With this course,</p> <ul style="list-style-type: none"> <li>• students will be able to understand and reflect on modern microeconomic concepts and current organizational economics.</li> <li>• students will learn to master and apply quantitative microeconomic methods.</li> <li>• students will be enabled to classify and relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration, and psychology.</li> <li>• students learn how digital transformation impacts organizations and their architecture.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: after announcement		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)</p>		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 197 / 309

Master's degree (1 major) Information Systems (2019)  
 Master's degree (1 major) Information Systems (2022)  
 Master's degree (1 major) International Economic Policy (2022)  
 Master's degree (1 major) Management (2022)  
 Master's degree (1 major) Management International (2024)  
 Master's degree (1 major) Management (2024)  
 Master's degree (1 major) Information Systems (2024)  
 Master's degree (1 major) International Economic Policy (2024)  
 Master's degree (1 major) Economathematics (2024)

Module title		Abbreviation
<b>Project Modul: Audiovisual Business Communication</b>		12-M-PACW-182-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In this seminar, students learn the basics of audiovisual forms of presentation (news, background report, reportage). They are first introduced to the use of cameras and editing. Students learn how to set news and stories in the picture and how to organize shoots. Television-specific journalistic basics such as the structure and design of a television report, organization, and handling of different filming situations, creating storyboards, copywriting, and speaking are learned.		
Intended learning outcomes		
Upon completion of the seminar, students will be able to apply editorial and technical knowledge and skills (including teamwork) to the production of television features.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Media Communication (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 199 / 309

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

Module title		Abbreviation
<b>Project Modul: Crossmedial Business Communication</b>		12-M-PCW-182-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
Online and cross-media journalism takes into account the current media convergence. This seminar focuses on the individual elements and phases of production for the website, Facebook, Instagram, Twitter, and Tiktok against the background of current trends and developments. In addition, the seminar covers current trends in journalism. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling), as well as technical developments.		
Intended learning outcomes		
After successful completion, students will be able to name the individual phases of online and cross-media journalism and carry them out on sample projects, explain and go through the individual production stages, use methods and tools for the individual steps.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Media Communication (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 201 / 309



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

Module title			Abbreviation
Project Module Digital Business Strategy I			12-M-PDBUS1-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in Digital Business Strategy.			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) exchange program Business Management and Economics (2022)			

Module title			Abbreviation
Project Module Digital Business Strategy II			12-M-PDBUS2-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in Digital Business Strategy.			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) exchange program Business Management and Economics (2022)			

Module title		Abbreviation
Policy Evaluation Methods		12-M-PEM-182-mo1
Module coordinator		Module offered by
holder of the Chair of Data Science in Business and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This course offers an introduction to the fundamentals of causal inference and to widely used research designs in the social sciences. In the first part a framework for understanding causality is introduced. Specifically, the epistemological differences between association, intervention and counterfactuals are explained. Then it is shown why experiments are paramount in generating causal knowledge and which assumptions are needed for which level of the causal hierarchy. Finally, we will discuss two widely used approaches to causality in the social sciences, i.e. potential outcomes and directed acyclic graphs.</p> <p>The second part is devoted to the research designs regressions analysis, difference-in-differences, instrumental variables, and regression discontinuity. The emphasis is how these research designs are for example applied to answer important questions in labour economics such as the effects of a minimum wage increase on employment or the effect of children on female labour supply and wages.</p> <p>The assumptions each research design requires in order to identify a causal effect will be at center stage of the lecture. Therefore the emphasis is to teach students <i>what</i> one needs to estimate in order to answer a given question. Further, the research designs are discussed such that students will be able to evaluate and apply these research designs to other questions and fields.</p>		
Intended learning outcomes		
At the end of the course, students should be able to understand basic concepts and methods of causal inference, as well as read, interpret, and assess the credibility of scientific publications. In addition, the course serves as preparation for advanced statistics and econometrics courses.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus		
Allocation of places		
--		
Additional information		
Research track module in Master's programme IEP		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 205 / 309

### Module appears in

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

Module title			Abbreviation
Project Module Finance, Accounting & Taxation I			12-M-PFACT1-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in Finance, Accounting & Taxation.			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Module title			Abbreviation
Project Module Finance, Accounting & Taxation II			12-M-PFACT2-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in Finance, Accounting & Taxation.			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Module title		Abbreviation
<b>Project Module International Business &amp; Strategy I</b>		12-M-PIBST1-182-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
This module is designed to provide credit for work completed in project seminars in International Business & Strategy.		
<b>Intended learning outcomes</b>		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) exchange program Business Management and Economics (2022)		



Module title		Abbreviation
<b>Project Module International Business &amp; Strategy II</b>		12-M-PIBST2-182-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
This module is designed to provide credit for work completed in project seminars in International Business & Strategy.		
<b>Intended learning outcomes</b>		
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) exchange program Business Management and Economics (2022)		

Module title			Abbreviation
Project Module Management & Leadership I			12-M-PMALe1-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in Management & Leadership.			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Module title			Abbreviation
Project Module Management & Leadership II			12-M-PMALe2-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in Management & Leadership.			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) China Language and Economy (2025)			

Module title			Abbreviation
Project Module Operations & Information Management I			12-M-POPIM1-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in Operations & Information Management.			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022) exchange program Business Management and Economics (2022)			

Module title			Abbreviation
Project Module Operations & Information Management II			12-M-POPIM2-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module is designed to provide credit for work completed in project seminars in Operations & Information Management.			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
project (approx. 15 pages, e. g. term paper, documentation, preparing a contribution) and presentation (approx. 15 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022)			

Module title			Abbreviation
Project Management and Control			12-M-PROM-182-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and control within enterprises. Both classic and agile approaches to project management are considered. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of control and management of projects in various project phases. The theoretical basis as well as potential applications of these instruments are discussed.			
Intended learning outcomes			
Initially, knowledge about fundamental requirements concerning instruments of project management and control is acquired. What is more, the module conveys knowledge about strengths and weaknesses and therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and control as well as skills within the practical use are obtained.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 215 / 309

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

Module title		Abbreviation
Project Module Strategic Entrepreneurship		12-M-PUGF-182-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This seminar is a primer on academic research. It has been designed to effectively prepare students for conducting empirical research as part of their master thesis projects. The module starts with a crash course on research methods and advanced academic writing. Participants will then choose or otherwise be assigned a research question. Beyond this background, they select an appropriate research design to address the question at hand. This also includes collecting and analyzing primary and/or secondary data, with various datasets being available via our Chair and the University Library. In a final step, participants document their research in the form of a smaller-scale academic article and present the approach and essential insights of their research, thereby providing an excellent opportunity for mutual learning.</p>		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Help students understand the role of positioning studies and theoretical modelling</li> <li>• Help students understand the role of different research strategies</li> <li>• Enable students to critically appraise alternative approaches to collecting and analyzing data</li> </ul> <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Formulate an adequate research question</li> <li>• Build tentative theoretical models</li> <li>• Choose an appropriate research design to test the model</li> <li>• Document the research in the form of an academic manuscript</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (approx. 15 pages) and presentation (one candidate: approx. 10 to 15 minutes@ groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes), weighted 2:1</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p>		
Allocation of places		
<p>12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: after announcement		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 217 / 309



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

--

**Module appears in**

Master's degree (1 major) Management (2018)  
Master's degree (1 major) International Economic Policy (2018)  
Master's degree (1 major) China Business and Economics (2019)  
Master's degree (1 major) China Language and Economy (2019)  
Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Econometrics (2021)  
Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (2022)  
exchange program Business Management and Economics (2022)  
Master's degree (1 major) Management (2024)  
Master's degree (1 major) Econometrics (2024)  
Master's degree (1 major) Management (2025)  
Master's degree (1 major) China Business and Economics (2025)  
Master's degree (1 major) China Language and Economy (2025)  
Master's degree (1 major) Econometrics (2025)

Module title			Abbreviation
Accounting and Capital Markets			12-M-REKA-182-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost and managerial accounting as well as financial accounting and publicity are discussed.			
Intended learning outcomes			
Initially, a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 219 / 309

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

Module title			Abbreviation
Tax-Optimized Business Organization			12-M-RFW-222-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This course deals with tax aspects of the choice and change of legal form of business activities. Static and dynamic models are used to calculate the effective tax burden from ongoing business activities but also from a-periodic measures like divestments, mergers, or changes of the legal form. Our perspective is that of an investor resident in Germany investing in incorporated and unincorporated businesses in Germany and abroad.			
Intended learning outcomes			
This course enables students to (i) analyze and evaluate the tax effects of business activities in different legal forms from an investor's perspective; (ii) calculate the tax burden from ongoing business activities in Germany and abroad; (iii) calculate the tax burden from a-periodic events like divestments, purchases, mergers, and changes of legal form.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (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) or term paper (approx. 15 pages) and presentation of term paper (approx. 20 minutes), weighted 60:40 Language of assessment: German and/or English Assessment offered: To be announced creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)			

Module title		Abbreviation
<b>Advanced Seminar: Entrepreneurship and Management</b>		12-M-SAS-182-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
Students develop seminar papers on varying topics in the domain of entrepreneurship, strategy, and innovation and present the key insights from their work.		
<b>Intended learning outcomes</b>		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Enable students to position their research</li> <li>• Enable students to critically review a substantial body of literature in short time</li> <li>• Enable students to develop a sound theoretical framework</li> <li>• Enable students to create a research paper fully meeting academic standards</li> </ul> <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Differentiate their research from previous work</li> <li>• Adopt theoretical perspectives to understand complex phenomena</li> <li>• Engage in comprehensive academic reasoning</li> <li>• Articulate abstract and complex phenomena and relationships in written and oral form</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (15 to 30 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester		
<b>Allocation of places</b>		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
--		
<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 222 / 309

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

Module title		Abbreviation
<b>Advanced Seminar: Corporate Finance</b>		12-M-SBL-182-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Corporate Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
This seminar deals with current topics in investment and finance. Students are required to independently analyze a selected topic and to write a seminar thesis. Moreover, they are required to present, discuss and defend their thesis. The seminar may be largely literature based or empirical or may be based on independent work with formal models.		
Intended learning outcomes		
Students will gain in-depth knowledge in recent application areas of investment and finance. They are able to transport their knowledge in a written seminar thesis, and to present and defend it in a final talk.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
Allocation of places		
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 224 / 309

exchange program Business Management and Economics (2022)



Module title			Abbreviation
Industrial Management 1			12-M-SBM-182-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.			
Intended learning outcomes			
Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, to goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Course type: might also be offered as eLearning, seminary, workshop, etc.			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx. 20 pages) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 226 / 309

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

Module title		Abbreviation
<b>Seminar: Supply Chain Competition</b>		12-M-SCC-161-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management.		
Intended learning outcomes		
After completing this seminar students		
i. selected and applied quantitative models for procurement, production, sales and supply chain management, ii. faced the practical problems when using real data to feed models, iii. and understand the challenges to reach a coordinated decision in a company.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester		
Allocation of places		
12 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 228 / 309

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

Module title		Abbreviation
<b>Strategic Decisions and Competition</b>		12-M-SDC-182-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>1. Strategic situations and decision making</p> <p>2. Analyzing strategic situations with game theory</p> <p>1. Noncooperative simultaneous move games</p> <p>2. Nash equilibrium</p> <p>3. Models of oligopoly markets</p> <p>3. Dynamic Games</p> <p>1. Two(-multi) stage games and subgame perfect equilibrium</p> <p>2. Role of commitment in dynamic situations</p> <p>3. Models of advertising</p> <p>4. Wage bargaining and unions</p> <p>4. Repeated Games</p> <p>1. Emergence of coordination in long interactions</p> <p>2. Collusion between competing firms</p> <p>3. Time consistent monetary policy</p> <p>5. Static games of incomplete Information</p> <p>1. Bayesian Nash equilibrium</p> <p>2. Auctions</p> <p>6. Dynamic games of incomplete information</p> <p>1. Moral hazard and nonlinear pricing</p> <p>2. Perfect Bayesian equilibrium</p> <p>3. Signalling games</p> <p>4. Job-market signalling</p> <p>5. Corporate investment and capital structure</p>		
Intended learning outcomes		
<p>After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.</p>		

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

Module title		Abbreviation
<b>Seminar: E-Business Strategies</b>		12-M-SEBS-161-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of web-based platforms (electronic markets, Web 2.0 etc.) and strategic management of a company.		
<b>Intended learning outcomes</b>		
<ul style="list-style-type: none"> <li>- Academic literature review</li> <li>- Integration of developed results in scientific papers</li> <li>- Creating presentations and talks</li> </ul>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, winter semester		
<b>Allocation of places</b>		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
--		
<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 232 / 309

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



Module title		Abbreviation
<b>Seminar: Financial Accounting</b>		12-M-SER-222-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module provides students with more in-depth insights into current problems of external accounting and auditing, usually using scientific primary literature in English or German language.		
Intended learning outcomes		
After completion of the module, participants have (i) consolidated the learned issues and possibly applied additional techniques of scientific work; (ii) created and defended a qualifying level relevant scientific work; (iii) conducted a scientific examination of the work results of other seminar participants; (iv) the ability to present and develop solution-oriented their own performance adequately considering communicative aspects.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) + S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes) (weighted 2:1) Language of assessment: German and/or English Assessment offered: Once a year, winter semester		
Allocation of places		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)		

Module title		Abbreviation
<b>Advanced Seminar: Industrial Management</b>		12-M-SI-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
In the seminar, students will write seminar papers on selected topics in the field of industrial management. The central issues and findings of these papers will have to be presented in class.		
Intended learning outcomes		
The students have acquired in-depth knowledge in key application areas of industrial management and learned by taking care of the seminar to deepen their knowledge for making scientific work, to research literature necessary, to filter, to evaluate, to critically analyze and to ask each other. On this basis, and, where appropriate, with introduction of own scientifically based further developments, the participants will learn to prepare a written contribution to the topic of Industrial Management, which complies with the principles of scientific work. Through the lecture, students learn to present selected content of their housework in a suitable form and a pre-determined time frame and to defend the findings in the course of a critical, scientific discussion.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes); (weighted 2:1) or b) term paper (approx. 15 to 20 pages) and presentation (approx. 45 minutes); (weighted 1:1) Language of assessment: German and/or English		
Allocation of places		
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 235 / 309

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

Module title		Abbreviation
<b>Advanced Seminar: Industrial Organization</b>		12-M-SIO-161-mo1
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
This course covers selected advanced topics from the field of industrial economics. Students, with the help of their advisor, will choose a topic and formulate a research question. Then they are expected to conduct research and write a paper on this research question. At the end of the semester the students will present their findings orally to an audience.		
<b>Intended learning outcomes</b>		
After completing the course "Seminar: Industrieökonomik", students will be able to 1. perform a survey of the scientific literature on a given topic; 2. critically assess the economic models and their findings in the literature; 3. describe the economic mechanisms underlying important economic observations; 4. suggest future research directions; 5. present their findings to an audience.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English		
<b>Allocation of places</b>		
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
--		
<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 237 / 309

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

Module title			Abbreviation
Strategic Marketing			12-M-SM-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Description:</p> <p>The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.</p> <p>Content:</p> <p>Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"><li>1. Competitive dynamics requires strategy and leadership</li><li>2. Marketing strategies, stakeholder management and entrepreneurship</li><li>3. Objectives and tasks of corporate governance in management practice</li><li>4. Competitive forces, strategies and benefits according to Michael Porter</li><li>5. Growth strategies and marketing myths</li><li>6. Future technologies, new businesses and dynamic capabilities</li><li>7. Nature and principles of responsible management</li></ol> <p>Reading:</p> <p>Barnard, CI (1938): The Functions of the Executive, Harvard University Press, Cambridge, Massachusetts.</p> <p>Eschenbach, R.; Eschenbach, S.; Kunesch, H. (2008): Strategische Konzepte: Management-Ansätze von Ansoff bis Ulrich, 5th ed., Schäffer-Poeschel Stuttgart.</p> <p>Freeman, RE (2010): Strategic Management: A Stakeholder Approach, Cambridge University Press.</p> <p>Grant, R. M.; Nippa, M. (2006): Strategisches Management: Analyse, Entwicklung und Implementierung von Unternehmensstrategien, 5th ed., Pearson Munich.</p> <p>Hinterhuber, H. H. (2011): Strategische Unternehmensführung -- I. Strategisches Denken, 8th ed., Erich Schmidt Verlag, Berlin.</p> <p>Hungenberg, H. (2012): Strategisches Management in Unternehmen: Ziele -- Prozesse -- Verfahren, 7th ed., Gabler, Wiesbaden.</p> <p>Johnson, G.; Scholes, K.; Whittington, R. (2009): Fundamentals of Strategy, 1st ed., Financial Times and Prentice Hall Harlow.</p> <p>Kotler, P.; Berger, R.; Bickhoff, N. (2010): The Quintessence of Strategic Management, Springer, Heidelberg.</p> <p>Laasch, O.; Conaway RN (2014): The Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics, Cengage Stamford.</p> <p>Meffert, H.; Burmann, C.; Kirchgeorg, M. (2012): Marketing -- Grundlagen marktorientierter Unternehmensführung, 11th ed., Gabler, Wiesbaden.</p> <p>Meyer, M. (1995): Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Gabler, Wiesbaden.</p> <p>Müller-Stewens, G.; Lechner, C. (2011): Strategisches Management -- Wie strategische Initiativen zum Wandel führen, 4th ed., Schäffer-Poeschel Stuttgart.</p> <p>Porter, M. (1999): Wettbewerb und Strategie, Econ Munich. (Original: Porter, M.: On Competition, Boston, 1998.)</p> <p>Porter, M. (2014): Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York. (Original: Porter, M.: Competitive Advantage, New York, 1985)</p>			

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

### Intended learning outcomes

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

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

V (2) + Ü (2)

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

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

### Allocation of places

--

### Additional information

--

### Workload

150 h

### Teaching cycle

Teaching cycle: after announcement

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

--

### Module appears in

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

Module title		Abbreviation
Strategic Management of Global Supply Chains		12-M-SMGS-182-m01
Module coordinator		Module offered by
holder of the Chair of Logistics and Quantitative Methods		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.</p>		
Intended learning outcomes		
<p>After completing this course students</p> <p>(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and</p> <p>(ii) understand the effects of global value chains onto strategic company decisions.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) Information Systems (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Economathematics (2021)</p> <p>Master's degree (1 major) Information Systems (2022)</p> <p>Master's degree (1 major) International Economic Policy (2022)</p>		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 241 / 309



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

Module title		Abbreviation
<b>Advanced Seminar: Econometrics</b>		12-M-SOE-182-m01
Module coordinator		Module offered by
holder of the Chair of Econometrics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
This module will take the form of a seminar and will cover advanced topics in econometrics. Students will be required to independently familiarise themselves with the respective topics and to present the results of their work both in a seminar paper and orally during a seminar session.		
<b>Intended learning outcomes</b>		
Students are able to analyze independently academic publications on their relevance for a given theme. They can present the results orally and in writing by conventional scientific standards.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 15 pages) and presentation (approx. 25 minutes), weighted 2:1 Language of assessment: German and/or English		
<b>Allocation of places</b>		
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
--		
<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)		

Module title			Abbreviation
Economics of Tax Planning			12-M-SP-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed.</p> <p>A reading list in English is available on request.</p>			
Intended learning outcomes			
<p>This course enables students to</p> <p>(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;</p> <p>(ii) analyze the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;</p> <p>(iii) read and discuss research and policy papers in the field of taxation.</p>			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages) or</p> <p>c) oral examination of one candidate each (approx. 20 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Economathematics (2016)</p> <p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p> <p>Master's degree (1 major) China Business and Economics (2016)</p> <p>Master's degree (1 major) International Economic Policy (2015)</p> <p>Master's degree (1 major) China Language and Economy (2016)</p> <p>Master's degree (1 major) Management (2018)</p>			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 244 / 309

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

<b>Module title</b>		<b>Abbreviation</b>
<b>Industrial Management 3</b>		12-M-SPM-182-m01
<b>Module coordinator</b>		<b>Module offered by</b>
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics
<b>ECTS</b>	<b>Method of grading</b>	<b>Only after succ. compl. of module(s)</b>
5	numerical grade	--
<b>Duration</b>	<b>Module level</b>	<b>Other prerequisites</b>
1 semester	graduate	--
<b>Contents</b>		
<p>This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts.</p> <p>Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.</p>		
<b>Intended learning outcomes</b>		
<p>After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Course type: might also be offered as eLearning, seminary, workshop, etc.</p>		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 40 to 60 minutes) or</p> <p>b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or</p> <p>c) term paper (30 to 40 pages) or</p> <p>d) entirely or partly computerised written examination (approx. 60 minutes) or</p> <p>e) portfolio (approx. 20 pages)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
<b>Allocation of places</b>		
<p>20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
<b>Additional information</b>		
--		
<b>Workload</b>		
150 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Management (2018)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 246 / 309

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

Module title			Abbreviation
Advanced Seminar: Topics in Personnel Economics and Organizational Theory			12-M-SPO-182-m01
Module coordinator		Module offered by	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Students will write a seminar paper on, deliver a talk on and discuss current issues in the field of human re- sources management and organisation.			
Intended learning outcomes			
The students learn to handle, write in own words, present, and discuss current research literature in the area hu- man resource management and organisation.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 pages) and presentation with sub-presentation including discussion (approx. 50 minu- tes), weighted 1:1 Language of assessment: German and/or English			
Allocation of places			
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo- cated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 248 / 309

exchange program Business Management and Economics (2022)



Module title			Abbreviation
Advanced Seminar: Selected Problems in Analytical Tax Research			12-M-SSL-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In this seminar, current problems of tax research will be analysed. Usually, students will read and discuss research papers in German and/or English language. Although the seminar will be held in German, individual seminar papers may be written and discussed in English if a participant prefers this to German.			
Intended learning outcomes			
After the seminar, students are able <ul style="list-style-type: none"><li>• to analyze a complex issue in taxation using research methods,</li><li>• to identify problems and to suggest solutions,</li><li>• to formulate and to defend their analysis and suggested solutions.</li></ul>			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English			
Allocation of places			
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 250 / 309

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

Module title			Abbreviation
Tax Accounting			12-M-STB-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This module introduces the various methods of income recognition in the German Income Tax Code ( <i>Einkommensteuergesetz</i> , EStG). It discusses the main reporting and valuation provisions as well as the specific problems and techniques of income calculation for partnerships.			
Intended learning outcomes			
Students have in-depth knowledge of tax accounting of companies and are able to solve moderate to complex problems of tax accounting in particular of sole proprietorships and partnerships using legal source.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: summer semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 252 / 309

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

Module title			Abbreviation
Seminar: Current Topics in Macroeconomics			12-M-SV1-222-m01
Module coordinator		Module offered by	
holder of the Chair of Monetary Economics and International Financial Markets		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Gaining a more in-depth understanding of specific problems of macroeconomics and, in particular, monetary policy.			
Intended learning outcomes			
Students are able to independently investigate and classify scientific publications on their relevance to a given theme. In addition, they are able to present the results orally and in writing by conventional scientific standards.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes) (weighted 2:1) Language of assessment: English			
Allocation of places			
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)			

Module title		Abbreviation
<b>Advanced Seminar: Public Finance</b>		12-M-SV5-161-m01
Module coordinator		Module offered by
holder of the Chair of Public Finance		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
Gaining a more in-depth understanding of specific problems discussed in lectures on public finance using scientific economic journal articles in German and English language.		
<b>Intended learning outcomes</b>		
After the seminar, students can (i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work; (ii) create, present and defend a scientific paper; (iii) deal with the working papers of other participants; (iv) prepare better for the processing of the master's thesis.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English Assessment offered: Once a year, summer semester		
<b>Allocation of places</b>		
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.		
<b>Additional information</b>		
--		
<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 255 / 309

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

Module title		Abbreviation
Practical Seminar: Economic Journalism		12-M-SWJ-182-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
Students will acquire an in-depth insight into the practical side of economics journalism. They must complete their placements at company or other institution at which they will have an opportunity to gain an in-depth knowledge of economics journalism. Students will be required to prepare a practical report on the placement module as well as to submit proof of regular attendance and participation. In addition, a certificate issued by the placement company is to be submitted.		
<b>Intended learning outcomes</b>		
The module strengthens practical competences and encourages work experiences. So it prepares for the career start in economics journalism.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
portfolio on observation visit, including work samples (approx. 40 pages) Language of assessment: German and/or English		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
Teaching cycle: each semester		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)		



Module title		Abbreviation
<b>Advanced Seminar: Labour Economics</b>		12-M-SWOSP-182-m01
Module coordinator		Module offered by
holder of the Chair of Labour Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
<p>This seminar targets any students interested in acquiring the skills to conduct an empirical study to understand people's social behavior and social preferences. We will read and discuss scientific methodological papers that allow students to acquire the necessary empirical tools to conduct an empirical thesis.</p> <p>The recurring topic will be related to the origins of social cohesion and social preferences, the role of the family and the school in shaping children's social behavior and preferences.</p>		
<b>Intended learning outcomes</b>		
<p>This seminar is designed to acquire the skills to write a master thesis at the Chair of Labour Economics. It focuses on the acquisition of empirical tools - mostly related to experimental empirical tools - in order to understand the determinants of social behavior and preferences.</p>		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English</p>		
<b>Allocation of places</b>		
<p>10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
<b>Additional information</b>		
--		
<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
<p>Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)</p>		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 258 / 309

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

Module title			Abbreviation
Selected Topics in Analytical Tax Research			12-M-TBS-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 260 / 309

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

Module title		Abbreviation
Topics in Data Science 1		12-M-TDS-222-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		
<p>Data science is concerned with extracting knowledge and valuable insights from data assets. It is an emerging field that is currently in high demand in both academia and industry. This course provides a practical introduction to the full spectrum of data science techniques spanning data acquisition and processing, data visualization and presentation, creation and evaluation of machine learning models.</p> <p>The course focuses on the practical aspects of data science, with emphasis on the implementation and use of the above techniques. Students will complete programming homework assignments that emphasize practical understanding of the methods described in the course.</p>		
Intended learning outcomes		
<p>Topics covered include:</p> <ul style="list-style-type: none"> <li>• Data acquisition and processing</li> <li>• graph and network models</li> <li>• text analysis</li> <li>• working with geospatial data</li> <li>• Usage of machine learning models (supervised and unsupervised)</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 262 / 309

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

Module title			Abbreviation
Topics in Empirical Economics			12-M-TE-231-m01
Module coordinator		Module offered by	
holder of the Chair of Data Science in Business and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
This course aims to equip students with key empirical research methods and their applications in business and economics. The course will cover the development of empirical research ideas, research designs, data generation, data editing, and data analysis. The course will use a paper-based approach to introduce and apply these topics. Additionally, students will learn about existing panel datasets and be led to perform their own empirical research. Students that attend this course should have advanced knowledge in statistics and econometrics.			
Intended learning outcomes			
By the end of the course, students will have a comprehensive understanding of how to conduct empirical research in business and economics.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
portfolio (approx. 50 hours) Language of assessment: English creditable for bonus			
Allocation of places			
12 *WA1 (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)			

Module title		Abbreviation
<b>Seminar: Topics in Economics and Ethics of Artificial Intelligence</b>		12-M-TEE-231-m01
Module coordinator		Module offered by
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>With the increasing effectiveness of machine learning and artificial intelligence (AI) methods, there is growing interest in understanding the potentially disruptive impact of these technologies. Artificial intelligence powers Google's search engine, enables targeted ads, is also behind self-driving cars, predictive policing, and autonomous weapons. Our goal is to look beyond the "hype" around AI by considering current research that attempts to provide a rigorous answer to questions related to the impact of AI. In particular, we will seek to understand the consequences of AI from an economic perspective by looking at non-technical AI research.</p> <p>In this seminar, we will discuss recent articles on important aspects of human-machine interaction. From an economic perspective, we look at the impact of algorithms in the workplace and in decision-making, as well as behavioral economic factors involved in interacting with machines. In addition, we consider ethical issues related to artificial intelligence, moral dilemmas, and the potential impacts of increasingly powerful AI on business and society.</p>		
Intended learning outcomes		
<p>With this seminar,</p> <ul style="list-style-type: none"> <li>• students learn how to present research in a structured manner, both orally and in writing.</li> <li>• students will be equipped to understand and reflect on advanced current theoretical and empirical economic studies, especially in the domain of human-machine interaction.</li> <li>• students will learn to incorporate ethical concerns in their economic decision-making processes.</li> <li>• students will be able to classify and relate specialized knowledge from behavioral economics, business administration, and psychology.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
term paper (15 to 20 pages) and presentation (approx. 30 minutes); (weighted 60:40) Language of assessment: English		
Allocation of places		
<p>20 *WA1</p> <p>(1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.</p> <p>(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.</p> <p>(3) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
--		
Workload		
300 h		



<b>Teaching cycle</b>
Teaching cycle: summer semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022)

Module title		Abbreviation
Topics in Entrepreneurship		12-M-TENT-182-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module serves the crediting of achievements</p> <ul style="list-style-type: none"> <li>• from domestic or foreign universities</li> <li>• of short-term additional offers</li> <li>• Offers of new chairs before they are included in the subject-specific regulations.</li> </ul> <p>Credit eligibility is provided by the chair holders.</p>		
Intended learning outcomes		
Due to the crediting of different modules, no competence description can be made.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or</p> <p>b) term paper (15 to 20 pages) or</p> <p>c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Management (2022)</p> <p>Master's degree (1 major) Management (2024)</p>		

Module title			Abbreviation
Master Thesis Management			12-M-THB-222-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
30	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Students will complete their degree with a Master's thesis in which they will be required to independently research and write on a topic in the area of business management and economics, drawing on the subject-specific knowledge they have acquired and adhering to the principles of good scientific practice. This thesis may either take the form of an analysis and structured presentation of the existing literature on a certain topic or may, as is often the case, also include a presentation of the students' own original achievements, e. g. new algorithms developed by students or the (further) development of a theoretical model.			
Intended learning outcomes			
In the master thesis students prove that they can plan and carry out a science-based work to solve a particular problem within a specified period autonomously and to document the results in accordance with the professional scientific standards in writing. Students are able to understand relevant contributions to research and professional practice, critically analyze and assess the relevance to their own specific questions. They can assess and recognize major lines of development and dynamics of the subject and therefore also the need to retrain continuously.			
Courses (type, number of weekly contact hours, language — if other than German)			
No courses assigned to module			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
Master's thesis (approx. 60 to 80 pages) Language of assessment: German and/or English Assessment offered: Ongoing, after consultation with supervisor and registration			
Allocation of places			
--			
Additional information			
Time to complete: 6 months			
Workload			
900 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) Management (2025)			

Module title			Abbreviation
Topics in Human Capital Development			12-M-THC-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 269 / 309

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

Module title			Abbreviation
Topics in HRM and Organization			12-M-THRM-182-mo1
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Management (2022)</p> <p>Master's degree (1 major) Management (2024)</p>			

Module title		Abbreviation
Theory of Industrial Organization		12-M-TI1-182-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Theory of industrial organisation:</p> <ol style="list-style-type: none"> <li>Monopoly pricing <ul style="list-style-type: none"> <li>Nonlinear pricing and mechanism design</li> <li>Dynamic pricing: experience goods, durable goods</li> </ul> </li> <li>Oligopoly pricing <ul style="list-style-type: none"> <li>Static price and quantity competition in homogeneous and differentiated goods markets</li> <li>Comparative statics</li> <li>Equilibrium market structure</li> </ul> </li> <li>Dynamic competition in oligopoly markets <ul style="list-style-type: none"> <li>Subgame perfect equilibrium and models of dynamic competition</li> <li>Repeated games and collusion</li> </ul> </li> <li>Market Structure <ul style="list-style-type: none"> <li>Entry</li> <li>Mergers</li> </ul> </li> <li>Strategic behaviour by incumbent firms <ul style="list-style-type: none"> <li>Entry deterrence and predation</li> <li>Signalling and reputation</li> </ul> </li> <li>Vertical Relations and Restrictions <ul style="list-style-type: none"> <li>Double marginalization</li> <li>Vertical contracts</li> </ul> </li> <li>Behavioral Industrial Organization <ul style="list-style-type: none"> <li>Reference Dependent Preferences and Framing Effects</li> <li>Time inconsistent behavior</li> </ul> </li> </ol>		
Intended learning outcomes		
<p>Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of an approach, summarize and comment on these papers and suggest possible extensions.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus		
Allocation of places		
--		

<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) Econometrics (2025)



Module title		Abbreviation
Applied Industrial Organization		12-M-TI2-182-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Description:</p> <p>This course discusses vertical contracts in supply chains and their impact on competition.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.)</li> <li>2. Contracts for service</li> <li>3. Common agency</li> <li>4. The delegation principle</li> <li>5. The commitment problem</li> <li>6. Interlocking relationships</li> <li>7. Foreclosure by vertical contracts or mergers</li> </ol>		
Intended learning outcomes		
<p>After completing the course students are able to</p> <ul style="list-style-type: none"> <li>(i) explain the results of theoretical industrial economics on vertical contracts;</li> <li>(ii) apply the involved methods to given simple examples on their own;</li> <li>(iii) recognize, in which real life situations (and how) the results can be applied;</li> <li>(iv) analyze the impact of certain vertical contracts on competition.</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2)</p> <p>Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or</p> <p>b) term paper (15 to 20 pages)</p> <p>Language of assessment: English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		

Master's degree (1 major) Management (2018)  
 Master's degree (1 major) International Economic Policy (2018)  
 Master's degree (1 major) China Business and Economics (2019)  
 Master's degree (1 major) China Language and Economy (2019)  
 Master's degree (1 major) China Business and Economics (2021)  
 Master's degree (1 major) China Language and Economy (2021)  
 Master's degree (1 major) Economathematics (2021)  
 Master's degree (1 major) International Economic Policy (2022)  
 Master's degree (1 major) Management (2022)  
 Master's degree (1 major) Economathematics (2022)  
 exchange program Business Management and Economics (2022)  
 Master's degree (1 major) Management (2024)  
 Master's degree (1 major) Economathematics (2024)  
 Master's degree (1 major) Management (2025)  
 Master's degree (1 major) China Business and Economics (2025)  
 Master's degree (1 major) Economathematics (2025)

Module title			Abbreviation
Topics in Information Systems 1			12-M-TIF1-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) oral examination (one candidate each: 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or</p> <p>c) term paper (15 to 20 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) Information Systems (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Economathematics (2021)</p>			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 276 / 309

Master's degree (1 major) Information Systems (2022)  
Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (2022)  
Master's degree (1 major) International Economic Policy (2024)  
Master's degree (1 major) International Economic Policy (2025)

Module title			Abbreviation
Topics in Information Systems 2			12-M-TIF2-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) oral examination (one candidate each: 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or</p> <p>c) term paper (15 to 20 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered</p> <p>creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) Information Systems (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Economathematics (2021)</p>			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 278 / 309

Master's degree (1 major) Information Systems (2022)  
Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Econometrics (2022)  
Master's degree (1 major) International Economic Policy (2024)  
Master's degree (1 major) International Economic Policy (2025)

Module title			Abbreviation
Topics in Migration			12-M-TIM-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>Migration has become a key issue in the political and public debate all over the world. Thus, economists increasingly engaged in studying determinants and consequences of migration as it has a substantial impact on receiving and sending countries. This course offers an introduction to the key concepts of migration economics and will cover the following topics:</p> <ol style="list-style-type: none"><li>1) Migration Decision and Forms of Migration</li><li>2) Effects on Migration on Employment and Wages</li><li>3) Effects of Migration on Attitudes and Political Economy</li><li>4) Integration and Integration Policies</li><li>5) Refugee Migration</li><li>6) Impacts of Emigration</li></ol> <p>At the end of the course students are familiar with the basic theoretical and empirical concepts in the area of economics of migration. A special focus will be on the understanding of the identification of causal effects and the ability to connect links between the different areas of analysis.</p> <p>The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the outlined topics (a reading list will be provided at the beginning of the semester).</p>			
Intended learning outcomes			
Solid knowledge of microeconomics and econometrics is reinforced. At the end of the semester, students will have the opportunity to present their term papers.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2) Module taught in: English			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			

<b>Teaching cycle</b>
Teaching cycle: after announcement
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Social Science Sustainability Studies (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)



Module title			Abbreviation
Topics in Labour Economics			12-M-TLE-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
Due to the crediting of different modules, no competence description can be made.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) International Economic Policy (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) International Economic Policy (2022)</p> <p>Master's degree (1 major) Management (2022)</p>			

Module title			Abbreviation
Topics in Macroeconomics			12-M-TM-221-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)			

Module title			Abbreviation
Topics in International Marketing			12-M-TMA-182-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
<p>This module serves the purpose of transferring credits from</p> <ul style="list-style-type: none"><li>• courses taken at other German or non-German universities</li><li>• additional courses offered on a short-term basis</li><li>• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)</li></ul> <p>The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.</p>			
Intended learning outcomes			
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
<p>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p> <p>Assessment offered: In the semester in which the course is offered creditable for bonus</p>			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: after announcement			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
<p>Master's degree (1 major) Management (2018)</p> <p>Master's degree (1 major) China Business and Economics (2019)</p> <p>Master's degree (1 major) China Language and Economy (2019)</p> <p>Master's degree (1 major) China Business and Economics (2021)</p> <p>Master's degree (1 major) China Language and Economy (2021)</p> <p>Master's degree (1 major) Management (2022)</p>			

Module title		Abbreviation
Trade Policy and the World Trading System		12-M-TP-182-m01
Module coordinator		Module offered by
holder of the Chair of International Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p><b>Content</b> The module starts out with a sketch of key facts and the evolution of the world trading system as well as current trade policy controversies. The main part of the lecture deals with trade policy instruments (e.g. tariffs and quotas) and arguments in favor of trade policy interventions (the terms of trade, strategic trade policy, infant industries, industrial policy, environmental policy). Political economy issues are also addressed.</p> <p><b>Outline</b> 1 The evolution of the world trading system and current issues 2 Trade policy instruments and their effects under perfect competition 3 The competition effect of trade opening 4 Domestic distortions 5 International market power and trade policy 6 Political economy and the world trading system</p> <p><b>Literatur:</b> The main text used is: Helpman, E. und P.R. Krugman (1989). Trade Policy and Market Structure. The MIT Press, Cambridge, Massachusetts. The following monographs cover the evolution of the world trading system and the evolution of ideas in trade policy making: Bhagwati, J. (2002). Free Trade Today, Princeton University Press Bhagwati, J. (2005). In Defense of Globalization. Oxford University Press Irwin, D. (2020). Free Trade Under Fire, Princeton University Press, 5th Edition (as well as former editions partially containing further material) Irwin, D. (1996). Against the Tide. An Intellectual History of Free Trade, Princeton University Press Basic refreshers are Krugman, P.R., M. Obstfeld und M. Melitz (2018), International Economics. Theory and Policy. Addison-Wesley, 11th Edition Caves, R., R.W. Jones und J.A. Frankel (2007), World Trade and Payments. An Introduction. Addison-Wesley, 10th Edition This literature is complemented by papers from scholarly journals.</p>		
Intended learning outcomes		
Students acquire the ability to critically understand the effects and issues associated with the use of trade policy instruments. They are enabled to understand and evaluate the causes and consequences of interventions in international trade on the aggregate economy, producers and consumers, the foreign trading partners and the world trading system both analytically as well as in an intuitive manner. Students also acquire the scientific knowledge to grasp the factors determining the structure and dynamics of the world trading order		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 285 / 309

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

**Allocation of places**

--

**Additional information**

--

**Workload**

150 h

**Teaching cycle**

Teaching cycle: summer semester

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

--

**Module appears in**

Master's degree (1 major) Management (2018)  
Master's degree (1 major) International Economic Policy (2018)  
Master's degree (1 major) China Business and Economics (2019)  
Master's degree (1 major) China Language and Economy (2019)  
Master's degree (1 major) China Business and Economics (2021)  
Master's degree (1 major) China Language and Economy (2021)  
Master's degree (1 major) Economathematics (2021)  
Master's degree (1 major) International Economic Policy (2022)  
Master's degree (1 major) Management (2022)  
Master's degree (1 major) Economathematics (2022)  
exchange program Business Management and Economics (2022)  
Master's degree (1 major) Management (2024)  
Master's degree (1 major) International Economic Policy (2024)  
Master's degree (1 major) Economathematics (2024)

Module title			Abbreviation
Financial Statement Analysis and Business Valuation			12-M-UA-161-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Accounting		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
Fundamental investing involves valuation, and much of the information for valuation is contained in financial statements. This module provides a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations. The module also provides the necessary tools to gain insights into what generates value in a corporation.			
Intended learning outcomes			
Students can understand publicly traded companies' financial statements (US GAAP/IFRS), identify value-relevant information in financial statements, and use this information for valuation. They know the relevant techniques to evaluate financial statements and understand the fundamental role of financial information in the valuation process. Students can apply valuation technics to real-world cases and recommend investment decisions.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + Ü (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 60 to 120 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
--			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 287 / 309

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

Module title		Abbreviation
Advanced VAT		12-M-UF-161-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
The module provides students with more in-depth insights into complex national issues (e. g. holding structures) and international constellations with respect to other EU member states as well as non-EU states from a VAT point of view. The relevant rulings of the German Federal Fiscal Court as well as the ECJ are also discussed.		
Intended learning outcomes		
Students acquire deeper knowledge and understanding of German VAT law as well as basic skills in VAT on EU and international levels. The students are able to analyze and solve complex facts of a case from a German VAT point of view as well as to recognize problems arising from international constellations. They are able to determine the VAT-treatment using German VAT law and the European VAT directive. The students are able to identify and make use of simplification rules (intra-Community triangulation simplification) as well as to proactively shape the facts of a case to create a favorable VAT treatment. They are able to read critically and judge primary tax literature.		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: no courses offered		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 289 / 309



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

Module title		Abbreviation
Corporate Entrepreneurship		12-M-UGF1-182-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an 'intrapreneurial' or entrepreneurial career.</p> <ol style="list-style-type: none"> <li>(1) Introduction to corporate entrepreneurship</li> <li>(2) Antecedents and forms of corporate entrepreneurship</li> <li>(3) Corporate strategy and corporate entrepreneurship</li> <li>(4) Organizational structure and corporate entrepreneurship</li> <li>(5) Human resource management and corporate entrepreneurship</li> <li>(6) Building supportive organizational cultures</li> <li>(7) Entrepreneurial control systems</li> <li>(8) Entrepreneurial leadership</li> <li>(9) The corporate entrepreneur as a champion and diplomat</li> <li>(10) The pay-off from corporate entrepreneurship</li> <li>(11) Corporate venture capital</li> <li>(12) Corporate entrepreneurship in nonprofit and government organizations</li> <li>(13) Universities and academic spin-offs</li> <li>(14) Wrap-up and Q&amp;A</li> </ol>		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Clarify the role of corporate entrepreneurship</li> <li>• Explain theoretical concepts and mechanisms behind corporate entrepreneurship</li> <li>• Enable students to critically appraise alternative approaches to corporate entrepreneurship</li> <li>• Enable students to evaluate the boundaries and risks of corporate entrepreneurship</li> </ul> <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Create and evaluate concepts related to corporate entrepreneurship</li> <li>• Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage</li> <li>• Make judgements about the organizational and managerial implications of corporate entrepreneurship</li> <li>• Systematically choose between different routes of action</li> </ul>		

<b>Courses</b> (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2) Module taught in: English
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes) Language of assessment: English
<b>Allocation of places</b>
--
<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) exchange program Business Management and Economics (2022)

Module title		Abbreviation
<b>Corporate Strategy</b>		12-M-UGF2-182-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This theory-led and application-oriented module provides you with critical knowledge and skills related to corporate strategy—essential for anyone aspiring to take on leadership roles in their future career, may it be in the private or public sector. The module goes beyond basic knowledge about strategic management provided by bachelor-level modules.</p> <p>(1) Developing strategies in pursuit of competitive advantage  (2) Corporate diversification  (3) Vertical integration and outsourcing  (4) Mergers &amp; acquisitions  (5) Dynamic strategies  (6) Cooperative strategies  (7) Corporate spin-offs and spin-outs  (8) Internationalization strategies (I)  (9) Internationalization strategies (II)  (10) Strategic change  (11) Corporate strategies and new technologies  (12) Corporate governance and corporate social responsibility  (13) Corporate communication and crisis management  (14) Wrap-up and Q&amp;A</p>		
Intended learning outcomes		
<p><i>Educational aims</i></p> <ul style="list-style-type: none"> <li>• Clarify the role of corporate strategy</li> <li>• Explain theoretical concepts and mechanisms behind corporate strategy</li> <li>• Enable students to critically appraise alternative approaches to corporate strategy</li> <li>• Enable students to evaluate the boundaries and risks of corporate strategy</li> </ul> <p><i>Learning outcomes</i></p> <p>On successful completion of this module students will be able to:</p> <ul style="list-style-type: none"> <li>• Assess the role of corporate strategy for creating and sustaining competitive advantage</li> <li>• Create and evaluate concepts related to corporate strategy</li> <li>• Make judgements about the organizational and managerial implications of corporate strategy</li> <li>• Systematically choose between different routes of action</li> </ul>		
Courses (type, number of weekly contact hours, language — if other than German)		
V (2) + Ü (2) Module taught in: English		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes) Language of assessment: English		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 293 / 309

<b>Allocation of places</b>
--
<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: winter semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022) Master's degree (1 major) Management International (2024) Master's degree (1 major) Management (2024) Master's degree (1 major) Information Systems (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Economathematics (2024) Master's degree (1 major) Information Systems (2025) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Management International (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) Economathematics (2025)

Module title		Abbreviation
Digital Entrepreneurship		12-M-UGF3-182-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>This module provides an introduction into digital entrepreneurship and digital transformation. (1) Introduction (2) Digital business models (3) Identifying and exploiting opportunities for digital entrepreneurship (4) Strategies for creating competitive advantage in digital entrepreneurship (5) Digital marketing for entrepreneurs (6) Crowd-funding for entrepreneurs (7) Design thinking (8) Lean startup (9) Platform ecosystems and online communities (10) Digital strategy and digital transformation (11) The agile organization (12) Crowdsourcing (13) Cyberfraud (14) Wrap-up and Q&amp;A</p>		
Intended learning outcomes		
<p>Educational aims: Clarify the role of digital entrepreneurship and digital transformation. Explain theoretical concepts and mechanisms behind digital entrepreneurship and digital transformation. Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation. Enable students to evaluate the boundaries and risks of digital entrepreneurship and digital transformation</p> <p>Learning outcomes: On successful completion of this module students will be able to (1) Assess the role of digital entrepreneurship and digital transformation for creating and sustaining competitive advantage, (2) Create and evaluate concepts related to digital entrepreneurship and digital transformation, (3) Make judgements about the organizational and managerial implications of digital entrepreneurship and digital transformation, (4) Systematically choose between different routes of action.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2) Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: summer semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Human-Computer-Interaction (2018) Master's degree (1 major) Management (2018)</p>		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 295 / 309

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

Module title		Abbreviation
<b>Managerial Practice Lectures</b>		12-M-VGP-202-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>In this lecture, we invite board members of publicly listed companies, SMEs and Startups to discuss contemporary challenges of corporate management.</p> <p>Students gain sustainable insights into current management practices, challenges of corporate management in various industries, and discuss pressing managerial issues with C-level executives. In individual and group assignments, students are required to connect management theories with the managerial challenges of the speakers.</p> <p>Managers of the different companies are required to address the following questions that will foster a detailed discussion at the end of each lecture:</p> <ul style="list-style-type: none"> <li>- What are the current challenges facing your company?</li> <li>- Which strategies do you employ to respond to these challenges?</li> <li>- How have leadership concepts and approaches changed in your company?</li> </ul>		
Intended learning outcomes		
<p>After participating in this module, students should be able to combine theoretical approaches with current challenges in management. The students obtain a realistic insight into a cross-section of the German economy. Through discussions reports and group presentations students' social skills are trained in addition to professional skills.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>portfolio (approx. 15 pages)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
<p>Master's degree (1 major) Business Information Systems (2016)</p> <p>Master's degree (1 major) Business Management (2015)</p>		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 297 / 309



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

Module title		Abbreviation
Vertical Storytelling		12-M-VS-221-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
More than 70 percent of Germans* use the Internet on their smartphones, and billions of users around the world use apps such as WhatsApp, Instagram, and TikTok to communicate every day - much of digital communication now takes place on mobile devices. Social media, messenger services and mobile-optimized websites are now a natural part of any communications mix. The challenge for professional communicators is to adequately consider the mobile delivery channels for their content. The seminar is hands-on and teaches participants how to produce content with the smartphone for the smartphone. It covers the basics of mobile reporting, current apps and their features, different content formats and user behavior.		
Intended learning outcomes		
In this seminar, students will learn how to produce content with the smartphone for the smartphone. In addition to the basics of mobile reporting, students will learn about the latest apps, their features, different content formats and user behavior. In the practical phase of the seminar, students will design and produce targeted content for social media apps.		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
portfolio (approx. 5 pages) Assessment offered: every year, summer semester		
Allocation of places		
--		
Additional information		
--		
Workload		
300 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		
Module appears in		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) Information Systems (2019) Master's degree (1 major) Economathematics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)		

Module title		Abbreviation
<b>Economist Practice Lectures</b>		12-M-VWP-211-m01
Module coordinator		Module offered by
holder of the Senior Professorship for Economics, Money and International Economic Relations		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>The content of the seminar is the active participation in as well as the follow-up of the lectures of economists from different national and international fields of activity, which are organized for the event.</p> <p>The invitation of speakers from practice strengthens the practical orientation of the scientifically founded and at the same time internationally oriented education at the faculty of economics of the University of Würzburg.</p> <p>In this way, students will gain lasting insights into the fields of activity of economists, gain an insight into practical activities, discuss these with high-ranking economists and combine them with theoretical economic knowledge gained during their studies.</p>		
Intended learning outcomes		
<p>By participating in the seminar, Master's students of the faculty of economics and business administration should get to know the different fields of activity of economists and the questions that determine the daily work of the speakers in the course of the lectures.</p> <p>In addition, the participants of the seminar will have the opportunity to apply the knowledge of economics they have acquired during their studies. For this purpose, in addition to a discussion with the speakers following the respective lecture, a debating workshop is offered to the participants of the seminar, in which the students are to learn economic argumentation and debate management. The learned contents and competencies will be tested at the end of the semester.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
S (2)		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or</p> <p>b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1) or</p> <p>c) written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
--		
Additional information		
--		
Workload		
150 h		
Teaching cycle		
Teaching cycle: each semester		
Referred to in LPO I (examination regulations for teaching-degree programmes)		
--		

### Module appears in

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

Module title		Abbreviation
European Competition Policy		12-M-WPE-192-m01
Module coordinator		Module offered by
holder of the Chair of Industrial Economics		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
Contents		
<p>Outline of syllabus:</p> <ol style="list-style-type: none"> <li>1. Legal environment, competition laws</li> <li>2. Market definition <ul style="list-style-type: none"> <li>• Qualitative methods</li> <li>• Simple quantitative methods</li> <li>• Hypothetical monopoly test</li> </ul> </li> <li>3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion</li> <li>4. Horizontal mergers and collusion <ul style="list-style-type: none"> <li>• Economic theory</li> <li>• Efficiency effects</li> <li>• Coordinated effects</li> </ul> </li> <li>5. Vertical relations and contracts <ul style="list-style-type: none"> <li>• Economic analysis of contracts</li> <li>• "More economic approach"</li> </ul> </li> <li>6. Abuse of dominant position <ul style="list-style-type: none"> <li>• Classification of abusive conduct</li> <li>• Economic analysis of abusive conduct and theory of harm</li> </ul> </li> </ol>		
Intended learning outcomes		
<p>After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>V (2) Module taught in: English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
<p>a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus</p>		
Allocation of places		
<p>WM6: There are no restrictions with regard to available places for students of the Master's degree programmes Management, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.</p>		

<b>Additional information</b>
--
<b>Workload</b>
150 h
<b>Teaching cycle</b>
Teaching cycle: summer semester
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)
--
<b>Module appears in</b>
Master's degree (1 major) Information Systems (2019) Master's degree (1 major) Political and Social Sciences (2020) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Social Science Sustainability Studies (2021) Master's degree (1 major) Econometrics (2021) Master's degree (1 major) Information Systems (2022) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022) Master's degree (1 major) Econometrics (2022) Master's degree (1 major) Management (2024) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) Econometrics (2024) Master's degree (1 major) International Economic Policy (2025) Master's degree (1 major) Management (2025) Master's degree (1 major) Applied Human Geography (2025) Master's degree (1 major) China Business and Economics (2025) Master's degree (1 major) Econometrics (2025)

Module title		Abbreviation
<b>Project Modul: Journalism in Economic Policy</b>		12-M-WPJ-182-m01
Module coordinator		Module offered by
holder of the Professorship of Economic Journalism		Faculty of Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
10	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	graduate	--
<b>Contents</b>		
Economic journalism is often regarded as unwieldy, but the reporting usually revolves around content that many media users can relate to: The focus is on market developments and (economic) political conditions. How can these topics be presented in a way that is clear, easy to understand, and yet as precise as possible? What makes for good economic reporting? What research options and forms of presentation are available? Such questions will first be answered using examples from various media. Subsequently, the students will work on the main topic themselves. The seminar is thematically oriented towards current research projects/projects of the Chair of Business Journalism and Business Communication and can therefore vary thematically per semester.		
<b>Intended learning outcomes</b>		
Students learn the terminology, topics, and framework of economic journalism. After completing the seminar, they will have an overview of selected areas of application. They master the research and the different forms of presentation of economic journalism. The students learn scientific methods to break down complex economic topics in reporting. After completing the seminar, students are able to independently examine journalistic products in response to previously generated research questions and thus evaluate journalistic work. Therefore, students acquire subject as well as specific methodological competencies in this seminar.		
<b>Courses</b> (type, number of weekly contact hours, language — if other than German)		
S (2)		
<b>Method of assessment</b> (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)		
portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus		
<b>Allocation of places</b>		
--		
<b>Additional information</b>		
--		
<b>Workload</b>		
300 h		
<b>Teaching cycle</b>		
Teaching cycle: after announcement		
<b>Referred to in LPO I</b> (examination regulations for teaching-degree programmes)		
--		
<b>Module appears in</b>		
Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) Media Communication (2019)		
Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 304 / 309

Master's degree (1 major) China Business and Economics (2021)  
 Master's degree (1 major) China Language and Economy (2021)  
 Master's degree (1 major) Economathematics (2021)  
 Master's degree (1 major) International Economic Policy (2022)  
 Master's degree (1 major) Management (2022)  
 Master's degree (1 major) Economathematics (2022)  
 Master's degree (1 major) Media Entertainment (2022)  
 Master's degree (1 major) Psychology of digital media (2022)  
 exchange program Business Management and Economics (2022)



Module title			Abbreviation
Economic and Business Ethics			12-M-WUE-161-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
10	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	graduate	--	
Contents			
In this seminar, students will gain an overview of different ethical aspects in business and economy, e. g. leadership ethics, corruption, ethical theories, consumer ethics, CSR.			
Intended learning outcomes			
Using common scientific methods the student should be able to write a seminar paper dealing with a selected ethical problem in business and/or economy. He/she should be able to present a complex problem in a clear and understandable way and he/she should discuss the arguments with other participants in the class.			
Courses (type, number of weekly contact hours, language — if other than German)			
S (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English			
Allocation of places			
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
300 h			
Teaching cycle			
Teaching cycle: each semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			
Master's degree (1 major) Economathematics (2016) Master's degree (1 major) Business Management (2015) Master's degree (1 major) China Business and Economics (2016) Master's degree (1 major) International Economic Policy (2015) Master's degree (1 major) China Language and Economy (2016) Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021)			
Master's with 1 major Management (2022)		JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 306 / 309

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

Module title			Abbreviation
Risk Management - Concepts and Systems			12-RM-KS-161-mo1
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			
<b>Concepts:</b> The course will provide students with an overview of the main goals, contents, methods and instruments of opportunity and risk management in industrial and commercial enterprises. <b>Systems:</b> The course will provide students with an overview of the design and functionality of essential information systems for risk management.			
Intended learning outcomes			
Concepts: After completion of the module students have a sound understanding of basic concepts, processes, methods and tools of risk management. They are able to justify the duties and functions of risk management in the company in theory and practice. They can also evaluate proposed solutions for the design of a risk management system, analyze selected issues of risk management and building on that, develop their own solutions. Systems: After completing this module, students can (i) judge legal, organizational and methodological requirements for the implementation of risk management processes in a risk management information system (RMIS); (ii) understand the technical basis for RMIS; (iii) estimate the different characteristics of various information systems for the RM; (iv) understand the workings of RMIS.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus			
Allocation of places			
25 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.			
Additional information			
--			
Workload			
150 h			
Teaching cycle			
Teaching cycle: no courses offered			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
--			
Module appears in			

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 308 / 309
---	---	----------------

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