

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

JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record 88|i45|-|-|H|2022

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 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-

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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 Lehrbeauftrage 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.

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Abbreviations used

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

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

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

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

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

Conventions

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

Notes

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

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

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

In accordance with

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

ASPO2015

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

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.

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The subject is divided into

Abbreviation	Module title	ECTS credits	Method of grading	page
Compulsory core electives	1: Majors (60 ECTS credits)			
Digital Business Strategy	(60 ECTS credits)			
Core (20 ECTS credits)				
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
Core Electives (40 ECTS	credits)	•		
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
Finance, Accounting & Ta	xation (60 ECTS credits)			-0
Core (20 ECTS credits)				
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
Core Electives (40 ECTS	credits)			
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

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12-M-EFP-222-m01)	NOM	1 110
	European Public Finance	5	NUM	118
12-M-DMM-222-m01	DSGE Modelling	5	NUM	109
12-M-SDC-182-mo1	Strategic Decisions and Competition	5	NUM	230
12-M-ITMF-182-m01	International Trade and the Multinational Firm	5	NUM	162
12-M-SMGS-182-m01	Strategic Management of Global Supply Chains	5	NUM	293
12-M-UGF2-182-m01	Corporate Strategy	5	NUM	293
12-M-IFM-222-mo1 Core Electives (40 ECTS	International Financial Management	5	NUM	155
12-M-SDC-182-mo1	Strategic Decisions and Competition	5	NUM	230
12-M-ITMF-182-mo1	International Trade and the Multinational Firm	5	NUM	162
12-M-SMGS-182-m01	Strategic Management of Global Supply Chains	5	NUM	241
12-M-UGF2-182-m01	Corporate Strategy	5	NUM	293
Core (20 ECTS credits)		-r		1
	Strategy (60 ECTS credits)			
12-M-CF6-231-m01	Selected Topics in Risk Management	5	NUM	99
12-M-ATER-221-m01	Topics in Financial Accounting	5	NUM	65
12-M-IFM-222-m01	International Financial Management	5	NUM	155
12-M-PFACT2-182-m01	Project Module Finance, Accounting & Taxation II	10	NUM	208
	Project Module Finance, Accounting & Taxation I	10	NUM	207
12-M-TDS-222-m01	Topics in Data Science 1	5	NUM	262
12-BI-192-m01	Analytical Information Systems	5	NUM	31
12-M-TBS-161-m01	Selected Topics in Analytical Tax Research	5	NUM	26
12-M-F3-182-m01	Social Insurance and the Welfare State	5	NUM	13
12-M-FMO-182-m01	Analysis of Financial Market Data	5	NUM	14
12-M-OE3-182-m01	Econometrics 3	5	NUM	19
12-M-OE2-182-m01	Econometrics 2	5	NUM	19
12-M-OE1-182-m01	Econometrics 1	5	NUM	18
12-M-F4-182-m01	Optimal Tax Theory	5	NUM	13
12-M-EG1-222-m01	Monetary Policy and the Financial System	5	NUM	12
12-M-CT-222-m01	Contract Theory	5	NUM	10
12-M-SDC-182-m01	Strategic Decisions and Competition	5	NUM	23
12-M-REKA-182-mo1	Accounting and Capital Markets	5	NUM	21
12-M-PROM-182-m01	Project Management and Control	5	NUM	21
12-M-INST-182-m01	Strategic Managerial Accounting	5	NUM	15
12-M-FER-161-m01	Case Studies on Business Taxation	5	NUM	14
12-M-IB-161-m01	International Taxation	5	NUM	22 15
12-M-UF-161-m01 12-M-RFW-222-m01	Advanced VAT Tax-Optimized Business Organization	5	NUM NUM	28
12-M-STB-161-m01	Tax Accounting	5	NUM	25
12-M-AFA-221-m01	Advanced Financial Accounting	5	NUM	39
12-M-UA-161-m01	Financial Statement Analysis and Business Valuation	5	NUM	28
12-M-CF4-182-m01	Selected Topics in Corporate Finance	5	NUM	96
12-M-CF3-222-m01	Risk Management	5	NUM	95
12-M-CF1-182-m01	Discounted Cashflow	5	NUM	91
	200100100001100100	,		-4
12-M-SP-161-m01	Economics of Tax Planning	5	NUM	24

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	Economic Geography	5	NUM	122
12-M-EIO-182-mo1	Market Research and Demand Analysis	5	NUM	126
	European Economic Statistics	5	NUM	132
12-M-GLSC-182-m01	Global Logistics & Supply Chain Management	5	NUM	145
12-M-IMM-161-m01	International Marketing	5	NUM	156
	Managerial Analytics & Decision Making	5	NUM	172
	Econometrics 1	5	NUM	189
12-M-SM-161-m01	Strategic Marketing	5	NUM	239
12-M-TP-182-m01	Trade Policy and the World Trading System	5	NUM	285
12-M-UA-161-m01	Financial Statement Analysis and Business Valuation	5	NUM	287
12-M-UGF1-182-m01	Corporate Entrepreneurship	5	NUM	291
12-M-WPE-192-m01	European Competition Policy	5	NUM	302
12-M-TMA-182-m01	Topics in International Marketing	5	NUM	284
04-CBE3-212-m01	China in the Global Economy	5	NUM	20
12-M-PIBST1-182-m01	Project Module International Business & Strategy I	10	NUM	209
12-M-PIBST2-182-m01	Project Module International Business & Strategy II	10	NUM	210
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
12-M-IFM-222-m01	International Financial Management	5	NUM	155
Management & Leadersh	ip (60 ECTS credits)			
Core (20 ECTS credits)				
12-M-SM-161-m01	Strategic Marketing	5	NUM	239
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
12-M-UGF1-182-m01	Corporate Entrepreneurship	5	NUM	291
12-M-OEA-222-m01	Advanced Labour Economics	5	NUM	195
Core Electives (40 ECTS	credits)			
12-M-SM-161-m01	Strategic Marketing	5	NUM	239
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
12-M-UGF1-182-m01	Corporate Entrepreneurship	5	NUM	291
12-M-OEA-222-m01	Advanced Labour Economics	5	NUM	195
12-M-AFW-161-m01	Employment Law	5	NUM	40
12-M-BUC-222-m01	Communication in Business and Economics	5	NUM	90
12-M-BEC-222-m01	Behavioral Economics	5	NUM	86
12-M-CIU-222-m01	Change Management	5	NUM	100
12-M-EIO-182-m01	Market Research and Demand Analysis	5	NUM	126
12-M-EPF-161-m01	Empirical HR Research with Stata	5	NUM	128
12-M-KOBO-182-mo1	Coordination, Budgeting and Incentives in Organizations	5	NUM	166
	Managerial Analytics & Decision Making	5	NUM	172
	Microeconometrics	5	NUM	172
	Econometrics 1	5	NUM	1/0
	Econometrics 2	5	NUM	109
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12-M-OE3-182-m01	Econometr	ics 3	5	NUM	193
12-M-SDC-182-m01	Strategic D	ecisions and Competition	5	NUM	230
12-M-UGF2-182-m01	Corporate S	orporate Strategy		NUM	293
12-M-UGF3-182-m01	Digital Entr	repreneurship	5	NUM	295
12-M-TENT-182-m01		ntrepreneurship	5	NUM	267
12-M-THRM-182-m01	Topics in H	RM and Organization	5	NUM	271
12-M-TLE-182-m01	Topics in L	pics in Labour Economics		NUM	282
12-M-TMA-182-m01	Topics in Ir	nternational Marketing	5	NUM	284
12-M-PMALE1-182-m01	Project Mo	dule Management & Leadership I	10	NUM	211
12-M-PMALE2-182-m01	Project Mo	dule Management & Leadership II	10	NUM	212
12-M-DM1-182-m01	Digital Mar	keting I	5	NUM	105
12-M-DM2-182-m01	Digital Mar	keting II	5	NUM	107
12-M-EC1-182-m01	E-Commerc	ce l	5	NUM	112
12-M-NMA-221-m01	Industrial N	Management 5	5	NUM	185
12-M-NMB-221-m01	Industrial N	Management 6	5	NUM	187
Operations & Information	Managem	ent (60 ECTS credits)			
Core (20 ECTS credits)					
12-M-LA-182-m01	Industrial N	Management 2	5	NUM	168
12-M-AOLM-182-m01	Advanced	Operations & Logistics Management	5	NUM	49
12-M-MADM-182-m01	Manageria	l Analytics & Decision Making	5	NUM	172
12-BI-192-m01	Analytical I	nformation Systems	5	NUM	31
12-M-DSS-192-m01	Decision S	cision Support Systems		NUM	110
Core Electives (40 ECTS			5		ļ
12-M-LA-182-m01	1	Management 2	5	NUM	168
12-M-AOLM-182-m01		Operations & Logistics Management	5	NUM	49
		l Analytics & Decision Making	5	NUM	172
12-BI-192-m01	Analytical I	nformation Systems	5	NUM	31
12-M-DSS-192-m01	Decision S	upport Systems	5	NUM	110
12-GPU-192-m01		oftware 1: IS-based Enterprise Management	5	NUM	33
12-M-BE-192-m01		Management 4	5	NUM	84
12-M-AM-182-m01		Microeconomics	5	NUM	44
12-M-CT-222-m01	Contract Th		5	NUM	101
12-M-GLSC-182-m01		istics & Supply Chain Management	5	NUM	145
12-M-SBM-182-m01		Management 1	5	NUM	226
12-M-SPM-182-m01		Management 3	5	NUM	246
12-IV-161-m01		n Processing within Organizations	5	NUM	35
12-M-NGM-182-mo1		Computational Economics	5	NUM	183
12-M-OE1-182-mo1	Econometr	•		NUM	189
	Econometr		5	NUM	
12-M-OE3-182-mo1	Econometr		5	NUM	191
-		nagement and Control	5	NUM	193
			5		215
12-M-SDC-182-mo1		ecisions and Competition	5	NUM	230
	-	lanagement of Global Supply Chains	5	NUM	241
12-M-SCC-161-m01		upply Chain Competition	5	NUM	228
12-M-Tl1-182-m01		ndustrial Organization	5	NUM	272
12-M-Tl2-182-m01		dustrial Organization	5	NUM	274
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12-M-TDS-222-m01	Topics in Data Science 1	5	NUM	262
	Project Module Operations & Information Management I	10	NUM	213
12-M-POPIM2-182-m01	Project Module Operations & Information Management II	10	NUM	214
12-M-NMA-221-m01	Industrial Management 5	5	NUM	185
12-M-NMB-221-m01	Industrial Management 6	5	NUM	187
12-M-ATDS-222-m01	Topics in Data Science 2	5	NUM	64
12-M-BUA-161-m01	Business Analytics	10	NUM	88
12-M-LSCM-222-m01	Seminar: Applied Analytics in Logistics & Supply Chain Mana- gement	10	NUM	170
Compulsory core electives	2: Subjects (60 ECTS credits)			•
Strategic Marketing Man	agement (20 ECTS credits)			
Core (10 ECTS credits)				
12-M-IMM-161-m01	International Marketing	5	NUM	156
12-M-SM-161-m01	Strategic Marketing	5	NUM	239
Core Electives (10 ECTS	credits)			
12-M-INST-182-m01	Strategic Managerial Accounting	5	NUM	158
12-M-KOBO-182-m01	Coordination, Budgeting and Incentives in Organizations	5	NUM	166
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-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-mo1	E-Commerce I	5	NUM	112
Industrial Management (:		5	NOM	112
Core (10 ECTS credits)				
12-M-SBM-182-m01	Industrial Management 1	5	NUM	226
12-M-LA-182-m01	Industrial Management 2	5	NUM	168
Core Electives (10 ECTS				1.00
12-M-SPM-182-m01	Industrial Management 3	5	NUM	246
12-M-BE-192-m01	Industrial Management 4	5	NUM	84
	Advanced Operations & Logistics Management	5	NUM	49
12-M-GLSC-182-m01	Global Logistics & Supply Chain Management	5	NUM	145
12-M-MADM-182-mo1	Managerial Analytics & Decision Making	-	NUM	172
12-M-SCC-161-m01	Seminar: Supply Chain Competition	5	NUM	228
12-M-NMA-221-m01		5		
12-M-NMA-221-m01	Industrial Management 5 Industrial Management 6	5	NUM	185
	Business Taxation (20 ECTS credits)	5	NUM	187
Core (10 ECTS credits)	Busiliess Taxation (20 ECTS Clearis)			
12-M-GA-221-m01	Crown Accounting		NILINA	1
	Group Accounting	5	NUM	143
12-M-SP-161-m01	Economics of Tax Planning	5	NUM	244
Core Electives (10 ECTS			NULAA	1
	Advanced Financial Accounting	5	NUM	39
12-M-UA-161-m01	Financial Statement Analysis and Business Valuation	5	NUM	287
12-M-STB-161-m01	Tax Accounting	5	NUM	252
12-M-FER-161-m01	Case Studies on Business Taxation	5	NUM	140
	Accounting and Capital Markets	5	NUM	219
12-M-CF2-182-m01	Portfolio and Capital Market Theory	5	NUM	93
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12-M-IFM-222-m01	Internation	al Financial Management	5	NUM	155
12-M-IB-161-m01	Internation	al Taxation	5	NUM	151
12-M-RFW-222-m01	Tax-Optimi	zed Business Organization	5	NUM	221
Corporate Finance and R	isk Manager	nent (20 ECTS credits)			
Core (10 ECTS credits)					
12-M-CF3-222-m01	Risk Manag	gement	5	NUM	95
12-M-CF2-182-m01	Portfolio ar	nd Capital Market Theory	5	NUM	93
Core Electives (10 ECTS	credits)				
12-M-CF1-182-m01	Discounted	l Cashflow	5	NUM	91
12-M-CF4-182-m01	Selected To	opics 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 S	tatement Analysis and Business Valuation	5	NUM	287
12-Bl-192-m01	Analytical I	nformation Systems	5	NUM	31
12-RM-KS-161-m01	Risk Manag	gement - Concepts and Systems	5	NUM	308
Information Systems (20	ECTS credit	s)			
Core (10 ECTS credits)					
12-IV-161-m01	Information	n Processing within Organizations	5	NUM	35
12-M-ITM-161-m01	IT-Manager	nent	5	NUM	160
Core Electives (10 ECTS	credits)				
12-GPU-192-m01	Business S	oftware 1: IS-based Enterprise Management	5	NUM	33
12-M-IBS-192-m01	E-Business	Strategies	5	NUM	153
12-BI-192-m01	Analytical I	nformation Systems	5	NUM	31
12-M-TIF1-182-m01	Topics in Ir	formation Systems 1	5	NUM	276
12-M-TIF2-182-m01	Topics in Ir	formation Systems 2	5	NUM	278
12-M-DSS-192-m01	Decision S	upport Systems	5	NUM	110
12-M-TDS-222-m01	Topics in D	ata Science 1	5	NUM	262
12-M-ATDS-222-m01	Topics in D	ata Science 2	5	NUM	64
Human Resource Manag	ement and C	rganization (20 ECTS credits)	•		
Core (10 ECTS credits)					
12-M-AO-222-m01	Incentives	in Organizations	5	NUM	47
12-M-HRM-222-m01	Human Res	source Management and Industrial Relations	5	NUM	149
Core Electives (10 ECTS	credits)				
12-M-EPF-161-m01	Empirical H	IR Research with Stata	5	NUM	128
12-M-UGF1-182-m01	Corporate I	Entrepreneurship	5	NUM	291
12-M-OEA-222-m01	Advanced I	abour Economics	5	NUM	195
12-M-KOBO-182-m01	Coordinatio	on, Budgeting and Incentives in Organizations	5	NUM	166
12-M-CT-222-m01	Contract Th	leory	5	NUM	101
12-M-AFW-161-m01	Employme	nt Law	5	NUM	40
Strategic Entrepreneurs	nip (20 ECTS	credits)			
Core (10 ECTS credits)					
12-M-UGF1-182-m01	Corporate I	Entrepreneurship	5	NUM	291
12-M-UGF2-182-m01	Corporate S		5	NUM	293
Core Electives (10 ECTS	credits)				
12-M-UGF3-182-m01		epreneurship	5	NUM	295
12-M-PUGF-182-m01		dule Strategic Entrepreneurship	10	NUM	217
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12-M-IBS-192-m01	E-Business	Strategies	5	NUM	153
12-M-PROM-182-m01	Project Ma	nagement and Control	5	NUM	215
12-M-AO-222-m01	Incentives	in Organizations	5	NUM	47
12-M-DM1-182-m01	Digital Mar	keting I	5	NUM	105
12-M-DM2-182-m01	Digital Mar	keting II	5	NUM	107
12-M-EC1-182-m01	E-Commerc	ce l	5	NUM	112
Managerial Accounting (a	20 ECTS cre	dits)			
Core (10 ECTS credits)					
12-M-KOBO-182-m01	Coordinati	on, Budgeting and Incentives in Organizations	5	NUM	166
12-M-INST-182-m01	Strategic N	lanagerial Accounting	5	NUM	158
Core Electives (10 ECTS	credits)				
12-M-AO-222-m01	Incentives	in Organizations	5	NUM	47
12-M-PROM-182-m01	Project Ma	nagement and Control	5	NUM	215
12-M-REKA-182-m01	Accounting	g and Capital Markets	5	NUM	219
12-M-DSS-192-m01	Decision S	upport Systems	5	NUM	110
12-M-GA-221-m01	Group Acco	ounting	5	NUM	143
12-M-CIU-222-m01	Change Ma	inagement	5	NUM	100
Logistics and Supply Cha	in Manager	nent (20 ECTS credits)	<u> </u>		<u> </u>
Core (10 ECTS credits)					
12-M-AOLM-182-mo1	Advanced	Operations & Logistics Management	5	NUM	49
12-M-GLSC-182-m01		lobal Logistics & Supply Chain Management		NUM	145
Core Electives (10 ECTS			5		
· · · · · · · · · · · · · · · · · · ·		lanagement of Global Supply Chains	5	NUM	241
12-M-MADM-182-m01		l Analytics & Decision Making	5	NUM	172
12-M-SCC-161-m01		upply Chain Competition	5	NUM	228
12-M-LA-182-m01		Management 2	5	NUM	168
12-M-SPM-182-m01		Management 3	5	NUM	246
12-M-DSS-192-m01		upport Systems	5	NUM	110
Strategic Corporate Com	1				1
Core (10 ECTS credits)					-
12-M-BUC-222-m01	Communic	ation in Business and Economics	5	NUM	90
12-M-ECC-182-m01		communication in Print, Online and Social Media		NUM	114
Core Electives (10 ECTS	I	onine and Social Media	5	NOM	114
12-M-PCW-182-mo1		dul: Crossmedial Business Communication	10	NUM	201
12-M-PACW-182-m01	· ·	dul: Audiovisual Business Communication	10	NUM	
06-MK-MKW1-Ex-182-		dui: Audiovisual business communication	10	NUM	199
mo1	Mass Medi	a Processes and Effects	5	NUM	23
06-MK-MKW2-Ex-182-					
m01	Marketing	& Strategic Communication	5	NUM	25
12-M-VS-221-m01	Vortical Sta	nutelling	10	NUM	299
		/ertical Storytelling		NUM	299
		Intertainment Marketing		NUM	21
		Mass media processes and effects Advertising and public relations		NUM	
Econometrics (20 ECTS ci		היים אמשור וכומנוסווס	10	NUM	24
· · · · · · · · · · · · · · · · · · ·	euits)				
Core (10 ECTS credits)	Faaran	ine e		N11 1 M A	
12-M-OE1-182-m01	Econometr		5	NUM	189
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12-M-OE2-182-mo1Econometrics 2Core Electives (10 ECTS credits)12-M-OE3-182-mo1Econometrics 312-M-FMO-182-mo1Analysis of Financial Market Data12-M-MIK-182-mo1Microeconometrics12-M-EPF-161-mo1Empirical HR Research with Stata12-M-EIO-182-mo1Market Research and Demand Analysis	5 5 5 5 5	NUM NUM NUM	191 193 141
12-M-OE3-182-mo1Econometrics 312-M-FMO-182-mo1Analysis of Financial Market Data12-M-MIK-182-mo1Microeconometrics12-M-EPF-161-mo1Empirical HR Research with Stata12-M-EIO-182-mo1Market Research and Demand Analysis	5	NUM	
12-M-FMO-182-mo1Analysis of Financial Market Data12-M-MIK-182-mo1Microeconometrics12-M-EPF-161-mo1Empirical HR Research with Stata12-M-EIO-182-mo1Market Research and Demand Analysis	5	NUM	
12-M-MIK-182-mo1Microeconometrics12-M-EPF-161-mo1Empirical HR Research with Stata12-M-EIO-182-mo1Market Research and Demand Analysis	5	-	
12-M-EPF-161-mo1Empirical HR Research with Stata12-M-EIO-182-mo1Market Research and Demand Analysis			178
12-M-EIO-182-mo1 Market Research and Demand Analysis		NUM	128
	5	NUM	126
12-M-NGM-182-mo1 Advanced Computational Economics	5	NUM	183
Monetary Policy (20 ECTS credits)			105
Core (10 ECTS credits)			
12-M-EG1-222-mo1 Monetary Policy and the Financial System	5	NUM	120
Monetary Policy, Foreign Exchange Markets, and the Interna-			
12-M-EG2-182-mo1 tional Monetary System	5	NUM	124
Core Electives (10 ECTS credits)			
12-M-DMM-222-mo1 DSGE Modelling	5	NUM	109
12-M-OE1-182-mo1 Econometrics 1	5	NUM	189
12-M-CF2-182-mo1 Portfolio and Capital Market Theory	5	NUM	93
12-M-MFF-182-mo1 Advanced Macroeconomics	5	NUM	176
12-M-AEM-211-mo1 Applied Empirical Macroeconomics	5	NUM	37
12-M-BC-211-mo1 Business Cycles	5	NUM	82
International Economics (20 ECTS credits)			02
Core (10 ECTS credits)			<u> </u>
12-M-ITMF-182-mo1 International Trade and the Multinational Firm	5	NUM	162
12-M-TP-182-mo1 Trade Policy and the World Trading System	5	NUM	285
Core Electives (10 ECTS credits)			
12-M-MFF-182-mo1 Advanced Macroeconomics	5	NUM	176
12-M-EG-182-mo1 Economic Geography	5	NUM	122
12-M-WPE-192-mo1 European Competition Policy	5	NUM	302
12-M-EFP-222-mo1 European Public Finance	5	NUM	118
12-M-ATIÖ1-222-mo1 International Economics 1	10	NUM	66
Strategy, Competition and Policy (20 ECTS credits)			
Core (10 ECTS credits)			
12-M-SDC-182-mo1 Strategic Decisions and Competition	5	NUM	230
12-M-WPE-192-mo1 European Competition Policy	5	NUM	302
Core Electives (10 ECTS credits)	J		
12-M-Tl1-182-mo1 Theory of Industrial Organization	5	NUM	272
12-M-TI2-182-mo1 Applied Industrial Organization	5	NUM	274
12-M-EIO-182-mo1 Market Research and Demand Analysis	5	NUM	126
12-M-AM-182-mo1 Advanced Microeconomics		NUM	
12-M-AM-102-mol Contract Theory	5	NUM	44
12-M-CE-182-mo1 Econometrics 2	5	NUM	+
	5	NUM	191
	5	NUM	193 18
12-M-OE3-182-mo1 Econometrics 3			1 10
12-M-OE3-182-mo1Econometrics 302-N-P-W13a-221-mo1European and German Competition Law I for Economists	5		10
12-M-OE3-182-mo1Econometrics 302-N-P-W13a-221-m01European and German Competition Law I for Economists02-N-P-W21a-221-m01European and German Competition Law II for Economists	5 5	NUM	19
12-M-OE3-182-mo1Econometrics 302-N-P-W13a-221-mo1European and German Competition Law I for Economists02-N-P-W21a-221-mo1European and German Competition Law II for EconomistsApplied Economic Policy (20 ECTS credits)			19
12-M-OE3-182-mo1Econometrics 302-N-P-W13a-221-m01European and German Competition Law I for Economists02-N-P-W21a-221-m01European and German Competition Law II for Economists	5	NUM	19 e 12 / 309

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12-M-OEA-222-m01	Advanced Labour Econor		5	NUM	195
12-M-PEM-182-m01	Policy Evaluation Method	ls	5	NUM	205
Core Electives (10 ECTS	•			1	
12-M-DFES-182-m01	Design of Field Experime		5	NUM	103
12-M-THC-182-m01	Topics in Human Capital	Development	5	NUM	269
12-M-TIM-182-m01	Topics in Migration		5	NUM	280
12-M-EE-182-m01	Experimental Economics		5	NUM	116
12-M-OE1-182-m01	Econometrics 1		5	NUM	189
12-M-NGM-182-m01	Advanced Computationa	l Economics	5	NUM	183
Public Finance (20 ECTS	edits)				
Core (10 ECTS credits)					
12-M-F1-182-m01	Policy of Taxation		5	NUM	134
12-M-F3-182-m01	Social Insurance and the	Welfare State	5	NUM	136
Core Electives (10 ECTS	redits)				
12-M-F4-182-m01	Optimal Tax Theory		5	NUM	138
12-M-EFP-222-m01	European Public Finance		5	NUM	118
12-M-NGM-182-m01	Advanced Computationa	l Economics	5	NUM	183
12-M-PEM-182-m01	Policy Evaluation Methods		5	NUM	205
12-M-IB-161-m01	nternational Taxation		5	NUM	151
Strategic Incentive Desig	(20 ECTS credits)			<u>.</u>	
Core (10 ECTS credits)					
12-M-AM-182-m01	Advanced Microeconomics		5	NUM	44
12-M-CT-222-m01	ontract Theory		5	NUM	101
Core Electives (10 ECTS	redits)			I	
12-M-SDC-182-m01	Strategic Decisions and (Competition	5	NUM	230
12-M-BEC-222-m01	Behavioral Economics		5	NUM	86
12-M-AO-222-m01	ncentives in Organizatio	ns	5	NUM	47
12-M-KOBO-182-m01	Coordination, Budgeting	and Incentives in Organizations	5	NUM	166
12-M-F4-182-m01	Optimal Tax Theory		5	NUM	138
12-M-WPE-192-m01	European Competition Po	olicy	5	NUM	302
Compulsory core electives				I	
12-M-MSS-161-m01	Advanced Seminar: Mark		10	NUM	180
12-M-SI-161-m01	Advanced Seminar: Indu		10	NUM	23
12-M-SER-222-m01	Seminar: Financial Accou	3	10	NUM	234
12-M-SBL-182-m01	Advanced Seminar: Corp	•	10	NUM	22/
12 002 10201		cted Problems in Analytical Tax Rese-			
12-M-SSL-161-m01	arch		10	NUM	250
12-M-ES-161-m01	Advanced Seminar: Enter	rprise Systems	10	NUM	130
		cs in Personnel Economics and Orga-			
12-M-SPO-182-m01	nizational Theory		10	NUM	248
12-M-SAS-182-m01		epreneurship and Management	10	NUM	222
		cted Aspects of Managerial Accoun-			
12-M-AUAS-182-m01	ing		10	NUM	76
12-M-BUA-161-m01	Business Analytics		10	NUM	88
	•	cs in Logistics & Supply Chain Mana-			
12-M-LSCM-222-m01	gement	es in Eogistics & Supply Chain Malla-	10	NUM	170
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12-M-WUE-161-m01	Economic and Business Ethics	10	NUM	306
12-M-SWJ-182-m01	Practical Seminar: Economic Journalism	10	NUM	257
12-M-WPJ-182-m01	Project Modul: Journalism in Economic Policy	10	NUM	304
12-M-APS-182-m01	Project: Selected Topics in Business Management and Econo- mics I	10	NUM	51
12-M-APS2-182-m01	Project: Selected Topics in Business Management and Econo- mics II	10	NUM	53
12-M-SV1-222-m01	Seminar: Current Topics in Macroeconomics	10	NUM	254
12-M-ATIÖ1-222-m01	International Economics 1	10	NUM	66
12-M-ATIÖ2-222-m01	International Economics 2	10	NUM	68
12-M-ATIÖ3-222-m01	International Economics 3	10	NUM	70
12-M-AMTIÖ-222-m01	International Economics	10	NUM	46
12-M-SIO-161-m01	Advanced Seminar: Industrial Organization	10	NUM	237
12-M-SWOSP-182-m01	Advanced Seminar: Labour Economics	10	NUM	258
12-M-SV5-161-m01	Advanced Seminar: Public Finance	10	NUM	255
12-M-SOE-182-m01	Advanced Seminar: Econometrics	10	NUM	243
12-M-MEW-161-m01	Seminar: Macroeconomics and Quantitative Economic Rese-	10	NUM	174
12-M-ATC-222-m01	arch Seminar: Strategic Incentive Design	10	NUM	63
12-M-SEBS-161-m01	Seminar: E-Business Strategies	10	NUM	232
12-M-TEE-231-m01	Seminar: Topics in Economics and Ethics of Artificial Intelli-	10	NUM	26
Compulsory core elective	s 4: Electives (20 ECTS credits)			<u> </u>
12-M-IMM-161-m01	International Marketing	5	NUM	156
12-M-SBM-182-m01	Industrial Management 1	5	NUM	220
12-M-LA-182-m01	Industrial Management 2	5	NUM	168
12-M-SPM-182-m01	Industrial Management 3	5	NUM	240
12-M-GVM-161-m01	Global Value Management	5	NUM	147
12-M-SI-161-m01	Advanced Seminar: Industrial Management	10	NUM	23
12-M-UA-161-m01	Financial Statement Analysis and Business Valuation	5	NUM	28
12-M-CF1-182-m01	Discounted Cashflow	5	NUM	91
12-M-WUE-161-m01	Economic and Business Ethics	10	NUM	30
12-M-CF2-182-m01	Portfolio and Capital Market Theory	5	NUM	93
12-M-CF3-222-m01	Risk Management	5	NUM	95
12-M-CF4-182-m01	Selected Topics in Corporate Finance	5	NUM	96
12-M-CF5-182-m01	Risk measurement and risk valuation: Concepts and applicati- ons for banks	5	NUM	97
12-M-SBL-182-m01	Advanced Seminar: Corporate Finance	10	NUM	
12-M-SBL-182-1101	Economics of Tax Planning		NUM	22
12-M-JP-161-m01	IT-Management	5	NUM	24. 160
12-M-AO-222-m01	Incentives in Organizations	5	NUM	
		5		47
12-M-HRM-222-m01	Human Resource Management and Industrial Relations Advanced Seminar: Topics in Personnel Economics and Orga-	5	NUM	149
12-M-SPO-182-mo1	nizational Theory	10	NUM	24
12-M-INST-182-m01	Strategic Managerial Accounting	5	NUM	15
12-M-KOBO-182-m01	Coordination, Budgeting and Incentives in Organizations	5	NUM	166
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	Associating and Conital Markets	_	NILIAA	
12-M-REKA-182-mo1	Accounting and Capital Markets	5	NUM	219
12-M-CIU-222-m01	Change Management	5	NUM	100
12-M-AUAS-182-m01	Advanced Seminar: Selected Aspects of Managerial Accoun- ting	10	NUM	76
12-M-AOLM-182-m01	Advanced Operations & Logistics Management	5	NUM	49
12-M-GLSC-182-m01	Global Logistics & Supply Chain Management	5	NUM	145
12-M-LSCM-222-m01	Seminar: Applied Analytics in Logistics & Supply Chain Mana- gement	10	NUM	170
12-M-MADM-182-m01	Managerial Analytics & Decision Making	5	NUM	172
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-EG1-222-m01	Monetary Policy and the Financial System	5	NUM	120
12-M-EG2-182-m01	Monetary Policy, Foreign Exchange Markets, and the Interna-	5	NUM	124
	tional Monetary System			
12-M-DMM-222-m01	DSGE Modelling	5	NUM	109
12-M-SV1-222-m01	Seminar: Current Topics in Macroeconomics	10	NUM	254
12-M-MEW-161-m01	Seminar: Macroeconomics and Quantitative Economic Rese- arch	10	NUM	174
12-M-EG-182-m01	Economic Geography	5	NUM	122
12-M-ITMF-182-m01	International Trade and the Multinational Firm	5	NUM	162
12-M-MFF-182-m01	Advanced Macroeconomics	5	NUM	176
12-M-ATIÖ1-222-m01	International Economics 1	10	NUM	66
12-M-ATIÖ2-222-m01	International Economics 2	10	NUM	68
12-M-ATIÖ3-222-m01	International Economics 3	10	NUM	70
12-M-AMTIÖ-222-m01	International Economics	10	NUM	46
12-M-TP-182-m01	Trade Policy and the World Trading System	5	NUM	285
12-M-EIO-182-m01	Market Research and Demand Analysis	5	NUM	126
12-M-SDC-182-m01	Strategic Decisions and Competition	5	NUM	230
12-M-Tl1-182-m01	Theory of Industrial Organization	5	NUM	272
12-M-Tl2-182-m01	Applied Industrial Organization	5	NUM	274
12-M-WPE-192-m01	European Competition Policy	5	NUM	302
12-M-SIO-161-m01	Advanced Seminar: Industrial Organization	10	NUM	237
12-M-TLE-182-m01	Topics in Labour Economics	5	NUM	282
12-M-PEM-182-m01	Policy Evaluation Methods	5	NUM	205
12-M-DFES-182-m01	Design of Field Experiments and Studies	5	NUM	103
12-M-EE-182-m01	Experimental Economics	5	NUM	116
12-M-THC-182-m01	Topics in Human Capital Development	5	NUM	269
12-M-TIM-182-m01	Topics in Migration	5	NUM	280
12-M-SWOSP-182-m01	Advanced Seminar: Labour Economics	10	NUM	258
12-M-EFP-222-m01	European Public Finance	5	NUM	118
12-M-F1-182-m01	Policy of Taxation	5	NUM	134
12-M-F3-182-m01	Social Insurance and the Welfare State	5	NUM	136
12-M-NGM-182-mo1	Advanced Computational Economics	5	NUM	183
12-M-SV5-161-m01	Advanced Seminar: Public Finance	10	NUM	255
12-M-EWS-182-m01	European Economic Statistics	5	NUM	132
12-M-0E1-182-mo1	Econometrics 1	5	NUM	189
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12-M-OE2-182-m01	Econometrics 2	5	NUM	191
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-SOE-182-m01	Advanced Seminar: Econometrics	10	NUM	243
12-M-AM-182-m01	Advanced Microeconomics	5	NUM	44
12-M-CT-222-m01	Contract Theory	5	NUM	101
12-M-BEC-222-m01	Behavioral Economics	5	NUM	86
12-M-TDS-222-m01	Topics in Data Science 1	5	NUM	262
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-ATC-222-m01	Seminar: Strategic Incentive Design	10	NUM	63
12-M-BUC-222-m01	Communication in Business and Economics	5	NUM	90
12-M-ECC-182-m01	Business Communication in Print, Online and Social Media	5	NUM	114
12-M-PCW-182-m01	Project Modul: Crossmedial Business Communication	10	NUM	201
12-M-PACW-182-m01	Project Modul: Audiovisual Business Communication	10	NUM	199
12-M-WPJ-182-m01	Project Modul: Journalism in Economic Policy	10	NUM	304
12-M-APW1-161-m01	Selected Topics in Business Management and Economics 1	5	NUM	55
12-M-APW2-161-m01	Selected Topics in Business Management and Economics 2	5	NUM	57
12-M-APW3-161-m01	Selected Topics in Business Management and Economics 3	5	NUM	59
12-M-APW4-161-m01	Selected Topics in Business Management and Economics 4	5	NUM	61
12-M-AWI1-161-m01	Selected Topics in Business Information Systems 1	5	NUM	78
12-M-AWI2-161-m01	Selected Topics in Business Information Systems 2	5	NUM	80
12-M-ATW1-161-m01	Topics in Business Information Systems 1	5	NUM	72
12-M-ATW2-161-m01	Topics in Business Information Systems 2	5	NUM	74
	Project: Selected Topics in Business Management and Econo-			
12-M-APS-182-m01	mics I	10	NUM	51
	Project: Selected Topics in Business Management and Econo-			
12-M-APS2-182-m01	mics II	10	NUM	53
12-IV-161-m01	Information Processing within Organizations	5	NUM	35
06-MK-SC-EX-182-m01	Seminar: Marketing and Strategic Communication	5	NUM	26
12-M-PUGF-182-m01	Project Module Strategic Entrepreneurship	10	NUM	217
12-M-DM1-182-m01	Digital Marketing I	5	NUM	10
12-M-DM2-182-m01	Digital Marketing II	5	NUM	107
12-M-EC1-182-m01	E-Commerce I	5	NUM	112
12-M-EPF-161-m01	Empirical HR Research with Stata	5	NUM	128
12-M-VGP-202-m01	Managerial Practice Lectures	5	NUM	29
12-M-MSS-161-m01	Advanced Seminar: Marketing Strategy	10	NUM	180
12-M-SER-222-m01	Seminar: Financial Accounting	10	NUM	23
	Advanced Seminar: Selected Problems in Analytical Tax Rese-			
12-M-SSL-161-m01	arch	10	NUM	250
12-M-ES-161-m01	Advanced Seminar: Enterprise Systems	10	NUM	130
12-M-BUA-161-m01	Business Analytics	10	NUM	88
12-M-SEBS-161-m01	Seminar: E-Business Strategies	10	NUM	23
12-M-SAS-182-m01	Advanced Seminar: Entrepreneurship and Management	10	NUM	22
12-M-SWJ-182-m01	Practical Seminar: Economic Journalism	10	NUM	25
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12-M-AEM-211-m01	Applied Empirical Macroeconomics	5	NUM	37
12-M-BC-211-m01	BC-211-mo1 Business Cycles		NUM	82
12-M-ATDS-222-m01	2-M-ATDS-222-mo1 Topics in Data Science 2		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-Kl1-221-m01	Information Systems and Artificial Intelligence 1	5	NUM	164
12-M-Kl2-221-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	12-M-UGF2-182-mo1 Corporate Strategy		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 Intelli-	10	NUM	265
	gence			
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
Thesis (30 ECTS credits)	•	•		•
12-M-THB-222-m01	Master Thesis Management	30	NUM	268

Module	e title				Abbreviation		
Europe	an and	German Competition Lav	w I for Economists		02-N-P-W13a-221-m01		
Module	e coord	inator		Module offered by			
Dean o	f Studi	es Faculty of Law		Faculty of Law			
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	ule level Other prerequisites				
1 seme	ster						
Conten	ts						
Intende	ed lear	ning outcomes					
Course	s (type	, number of weekly conta	ct hours, language —	· if other than Germa	an)		
V (2)							
ster, in	formati	ion on whether module c	an be chosen to earn	a bonus)	ation offered — if not every seme-		
•			handout (1 to 2 page	es) and written exam	ination (approx. 120 minutes)		
Allocat	ion of _l	olaces					
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	e					
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)			
Module	e appea	ars in					
Master	's degr	ee (1 major) Managemen	t (2018)				
Master	's degr	ee (1 major) International	Economic Policy (20	18)			
Master	's degr	ee (1 major) Economathe	matics (2021)				
	-	ee (1 major) International	, .	22)			
	-	ee (1 major) Managemen					
	-	ee (1 major) Economathe					
	-	ee (1 major) Managemen					
	-	ee (1 major) International	•	24)			
	-	ee (1 major) Economathe					
		ee (1 major) International		25)			
	-	ee (1 major) Managemen	-				
Master	's degr	ee (1 major) Economathe	matics (2025)				

Module title Abbreviation							
Europe	an and	German Competition Lav	v II for Economists		02-N-P-W21a-221-m01		
Module	- coord	instar		Module offered by			
		-		•			
		es Faculty of Law	Only offer avec com	Faculty of Law			
ECTS		od of grading rical grade	Only after succ. com	ipi. of module(s)			
5 Duratio		Module level					
	ration Module level Other prerequisites						
Conten							
Conten	.5						
		• .					
Intende	ed lear	ning outcomes					
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	in)		
V (2)	-						
					tion offered — if not every seme-		
ster, in	formati	on on whether module ca	an be chosen to earn	a bonus)			
presen	tation (approx. 15 minutes) with	handout (1 to 2 page	s) and written exam	ination (approx. 120 minutes)		
Allocat	ion of p	olaces					
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cvcl	e					
	<u> </u>	-					
Referre	d to in	LPOI (examination regu	lations for teaching-	legree programmes)			
Module	20000	ors in					
		ee (1 major) Management	(2018)				
	-	ee (1 major) Management ee (1 major) International		18)			
	-	ee (1 major) Economathe		10)			
				22)			
	Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)						
	-	ee (1 major) Economathe					
	-	ee (1 major) Management					
	-	ee (1 major) International	-	24)			
	-	ee (1 major) Economathe					
	-	ee (1 major) International		25)			
		ee (1 major) Management		,			
	-						
	Master's degree (1 major) Economathematics (2025)						

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Module ti	tle				Abbreviation
China in t	he G	obal Economy			04-CBE3-212-m01
Module c	oordi	nator		Module offered by	
		hair of China Business a	nd Economics	•	d South Asian Cultural Studies
		d of grading	Only after succ. com		a south Asian Cattarat Staales
		ical grade			
Duration		Module level	Other prerequisites		
2 semest		graduate			
Contents		<u> </u>			
vernment na's inter ses strate	as ai natio gies	n important power in glo nal economic relations b	bal economic govern oth from an economi al markets and explo	ance. This module o c and a political per res whether and how	l economy and the Chinese go- ffers an introduction into Chi- spective. It specifically addres- w these differ compared to sug-
Intended	learn	ing outcomes			
ternationa context a	al ecc nd ad	onomic strategies. They c	an apply internation of Chinese firms. Th	al business and econe ne module enables the	ext and to evaluate China's in- nomics concepts to the Chinese hem to analyze emerging issues al perspective.
Courses (type,	number of weekly conta	ct hours, language —	if other than Germa	n)
V (2) + S (Module ta		in: English and Chinese			
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) oral ex	amina of as	nination (approx. 60 min ation of one candidate e ssessment: English and (ponus	ach (approx. 15 minu	tes)	
Allocatio	1 of p	laces			
	•				
Additiona	l info	ormation			
Workload					
150 h Teaching	cuela				
	cycle				
Poferrad	to in l	LPOI (examination regu	lations for toaching a	lagraa programmoo	
Reieneu			iations for teaching-t		
··					
Module a					
	-	e (1 major) China Busine			
	-	e (1 major) China Langua e (1 major) Management	- ,	21)	
	-	e (1 major) Management e (1 major) China Busine		035)	
	-	e (1 major) China Langua		-	
				- ,,	

Module title Abbreviation						
Entertaiı	nment Marketing			06-ENT-Ema-222-m01		
Module	coordinator		Module offered by	<u> </u>		
	f the Professorship of Media a	Ind Business Com-	Institute of Human	Computer Media		
municati		Only offered				
	Method of grading numerical grade	Only after succ. con	npl. of module(s)			
Duration						
	1 semester graduate					
Contents	1 -	1				
with resp we strate	pect to their market value and	their branding. Starti	ng from an analysis	or even entertaining celebrities of the current status of the brand unication. The new brand strateg		
Intended	l learning outcomes					
not acco brand st		iking. They get familia nner.	ar with a pitch prese	of the entertainment market, an ntation being able to present a		
S (2)	(type, number of weekly cont	act nours, language –	- II other than Germa	11)		
ster, info a) oral e b) prese c) portfo	xamination on whether module of xamination of one candidate of ntation (15 to 30 minutes) wit lio (15 to 20 pages) re of assessment: German and	can be chosen to earn each (30 minutes) or n written elaboration	a bonus)	ation offered — if not every seme		
	on of places	<u>, </u>				
Addition	al information					
Workloa	d					
150 h						
Teaching	g cycle					
Referred	to in LPOI (examination reg	ulations for teaching-	degree programmes)			
	appears in					
	degree (1 major) Managemer					
	s degree (1 major) Managemer					
master s	degree (1 major) Media Enter	taininent (2022)				

Module title					Abbreviation
Mass media processes and effects					06-MK-MKW1-212-m01
Modul	e coord	inator		Module offered by	
			ia and Business Com-	Institute of Humar	
munica		Toressorship of Med			
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)	
5	1	rical grade			
Duratio	on Module level Other prerequisites				
1 seme	ester	undergraduate			
Conten	nts				
dia effe	ects res	earch. Using selected	d areas of mass media co	ommunication (e. g.	ndings of media reception and m , advertising, music, entertain- insights into these fundamentals
Intend	ed lear	ning outcomes			
					ey develop a systematic and ana- and theories to concrete media
Course	es (type	, number of weekly c	ontact hours, language –	– if other than Germ	an)
V (2)					
			e, language — if other th le can be chosen to earn		ation offered — if not every seme
b) oral	examir	mination (approx. 50 nation of one candida ssessment: German	ite each (approx. 20 min	utes)	
Allocat	tion of	places			
Additic	onal inf	ormation			
Worklo	oad				
150 h					
	ng cycl	e			
		-			
 Referre	ed to in	LPOI (examination	regulations for teaching-	degree programmes)
 Referre	ed to in	LPOI (examination	regulations for teaching-	degree programmes)
			regulations for teaching-	degree programmes)
 Module	e appea	ars in		degree programmes)
 Modul e Master	e appe a r's degr	ars in ee (1 major) Manager	nent (2018)	degree programmes)
 Modul e Master Bachel	e appe r's degr lor's de	ars in ee (1 major) Manager gree (1 major) Media	nent (2018) Communication (2021)	degree programmes)
 Module Master Bachel Master	e appe a r's degr lor's de r's degr	ars in ee (1 major) Manager	nent (2018) Communication (2021) athematics (2021)	degree programmes)
 Module Master Bachel Master Master	e appe r's degr lor's de r's degr r's degr	ars in ee (1 major) Manager gree (1 major) Media ee (1 major) Economa	nent (2018) Communication (2021) athematics (2021) nent (2022)	degree programmes)
 Module Master Bachel Master Master Master	e appe a r's degr lor's de r's degr r's degr r's degr	ars in ee (1 major) Manager gree (1 major) Media ee (1 major) Economa ee (1 major) Manager	nent (2018) Communication (2021) athematics (2021) nent (2022) athematics (2022)	degree programmes)
 Module Master Master Master Master Master	e appe a r's degr lor's de r's degr r's degr r's degr r's degr	ars in ee (1 major) Manager gree (1 major) Media ee (1 major) Economa ee (1 major) Manager ee (1 major) Economa	nent (2018) Communication (2021) athematics (2021) nent (2022) athematics (2022) nent (2024)	degree programmes)
 Modula Master Bachel Master Master Master Master	e appea r's degr r's degr r's degr r's degr r's degr r's degr	ars in ee (1 major) Manager gree (1 major) Media ee (1 major) Economa ee (1 major) Manager ee (1 major) Economa ee (1 major) Manager	nent (2018) Communication (2021) athematics (2021) nent (2022) athematics (2022) nent (2024) athematics (2024)	degree programmes)

Module title Abbreviation						
Mass Media	Processes and Effects			06-MK-MKW1-Ex-182-m01		
Module coor	dinator		Module offered by			
holder of the Professorship of Media and Business Com-			Institute of Human	Computer Media		
munication						
	od of grading erical grade	Only after succ. con	npl. of module(s)			
Duration	Module level	Other prerequisites				
1 semester						
Contents	<u> </u>					
No information	on on contents available.					
Intended lea	rning outcomes					
No information	on on intended learning o	utcomes available.				
Courses (type	e, number of weekly conta	ct hours, language –	- if other than Germa	n)		
V (2) + Ü (2)						
	s essment (type, scope, la tion on whether module ca			tion offered — if not every seme-		
b) oral exami	amination (approx. 50 min nation of one candidate e assessment: German and, r bonus	ach (approx. 20 mini	utes)			
Allocation of	places					
by lot among number of pl	all applicants irrespective	e of their subjects. (2) Places on all cours	e places, places will be allocated es of the module with a restricted be maintained and places re-allo-		
Additional in	formation					
Workload						
150 h						
Teaching cyc	le					
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appe	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)						
	ogram Business Managem		2022)			
Master's deg	ree (1 major) Economathe	matics (2024)				

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	le title				Abbreviation
Adver	tising a	nd public relations			06-MK-MKW2-212-m01
Modu	le coord	linator		Module offered by	<u> </u>
holde munic		Professorship of Media	and Business Com-	Institute of Human	Computer Media
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)	
10	nume	rical grade			
Durat	ion	Module level	Other prerequisites	i	
1 sem	ester	undergraduate			
Conte	nts				
	nodule a nedia pla		tual and structural know	wledge about marke	ting, advertising, public relation
Inten	ded lear	ning outcomes			
	ons. The				of business companies and orga mindsets of the marketing and
Cours	es (type	, number of weekly con	itact hours, language –	- if other than Germa	an)
V (2) -	+ S (2)				
		sessment (type, scope, ion on whether module			ation offered — if not every seme
b) ora Langu	l examiı	mination (approx. 100 r nation of one candidate issessment: German an bonus	e each (approx. 30 mini	utes)	
Alloca	ation of	places			
Additi	ional inf	ormation			
Workl	load				
300 h					
Teach	ing cycl	e			
	/				
Refer	red to in	LPOI (examination reg	gulations for teaching-	degree programmes	
 Modu	le appe	ars in			
	le appe er's degr		ent (2018)		
Maste	er's degr	ars in ee (1 major) Manageme gree (1 major) Media Co			

Module	title				Abbreviation
Marketi	ing & S	Strategic Communicatior	1	_	06-MK-MKW2-Ex-182-m01
Module	coord	inator		Module offered by	
holder o munica		Professorship of Media a	nd Business Com-	Institute of Human	Computer Media
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5		rical grade			
Duratio	n	Module level	Other prerequisites	;	
1 semes	ster	undergraduate			
Content	ts				
No info	rmatio	n on contents available.			
Intende	ed lear	ning outcomes			
		n on intended learning o	utcomes available.		
		, number of weekly conta		- if other than Germa	n)
V (2) + l		, number of weekly conta	ier nours, tanguage	in other than define	
		assment (type scope is	 anguage if other th	an German examina	tion offered — if not every seme-
		ion on whether module c			alon oncrea in not every serie
creditat Allocati	ble for ion of J es. (1)	places Should the number of ap	plications exceed the		e places, places will be allocated
number	r of pla		he same procedure. (es of the module with a restricted be maintained and places re-allo-
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachin	ıg cycl	e			
Referre	d to in	LPOI (examination regu	llations for teaching-	degree programmes)	
			0		
Module	appea	ars in			
		ee (1 major) Managemen	t (2018)		
	-	ee (1 major) Economathe			
	-	ee (1 major) Managemen			
Master'	s degr	ee (1 major) Economathe	matics (2022)		

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Modul				_	Abbreviation
Semin	ar: Mar	keting and Strategic (Communication		06-MK-SC-EX-182-m01
Modul	e coord	inator		Module offered by	
		Professorship of Media	a and Business Com-	Institute of Human	
munic		P			
ECTS	1	od of grading	Only after succ. cor	npl. of module(s)	
5		rical grade			
Durati		Module level	Other prerequisites	i	
1 seme		undergraduate			
Conter	nts				
No info	ormatio	n on contents availab	e.		
Intend	ed lear	ning outcomes			
No info	ormatio	n on intended learning	g outcomes available.		
Course	es (type	, number of weekly co	ntact hours, language –	– if other than Germ	an)
S (2)					
					ation offered — if not every seme
ster, ir	nformat	ion on whether modul	e can be chosen to earn	a bonus)	
e) port Langua credita Alloca 5 place by lot a numbe	folio (m age of a able for tion of j es. (1) S among a er of pla	blaces hould the number of a all applicants irrespec	applications exceed the tive of their subjects. (2 n the same procedure. (2) Places on all cours	e places, places will be allocated ses of the module with a restricte be maintained and places re-all
Additi	onal inf	ormation			
Worklo	oad				
150 h					
Teachi	ing cycl	e			
Referr	ed to in	LPOI (examination re	egulations for teaching-	degree programmes)
Modul	e appea	ars in			
		ee (1 major) Managem	ent (2018)		
	-	ee (1 major) Internatio		018)	
				/	
	-	ee (1 major) Internatio ee (1 major) Managem	nal Economic Policy (20		

	e title			Abbreviation	
Profess	sional Project Management			10-l=PM-212-m01	
Module	coordinator		Module offered by		
				or Science	
ECTS	of the Chair of Computer Scien		Institute of Comput		
5	Method of grading numerical grade	Only after succ. cor			
o Duratio		Other prorequisites	•		
1 seme		Other prerequisites	• npleting module 10-l=	=PRIAK in parallel	
Conten		We recommend com	inpleting module 10 P		
manage munica ment; c quality program project Intende The stu fession plan, co Course	goals, project assignment, pro ement, initialisation, definition and marketing, project or conflict and crisis management management, work technique n management, multiproject n s; agile project management/S ed learning outcomes dents possess practically relev- al project management. They a ontrol and review projects. s (type, number of weekly cont	n, planning, execution ganisation, team build t, change and claim m s, methods and tools; nanagement, project p SCRUM, combination o vant knowledge about are familiar with the cr	/control, finishing of ding and developmer anagement; contract leadership and socia ortfolio management of classic and agile m the topics of produc itical success criteria	projects, reporting, nt, opportunity and r and procurement n al skills in project m t, PMOs; peculiaritie ethods. tion management a a and are able to init	project com- risk manage- nanagement, nanagement, es of software nd/or pro-
V (4)					
ster in	tormation on whether module	can be chosen to earn		tion offered — if not	cvery serie
written If anno examin prox. 19 Langua credita	examination (approx. 60 to 12 unced by the lecturer at the be ation of one candidate each (a 5 minutes per candidate). ge of assessment: German and ble for bonus	ginning of the course, approx. 20 minutes) of	a bonus) the written examina	tion may be replace	d by an oral
written If anno examin prox. 19 Langua credita	examination (approx. 60 to 12 unced by the lecturer at the be ation of one candidate each (a 5 minutes per candidate). ge of assessment: German and	o minutes) ginning of the course, approx. 20 minutes) of	a bonus) the written examina	tion may be replace	d by an oral
written If anno examin prox. 1 <u>9</u> Langua credita Allocat	examination (approx. 60 to 12 unced by the lecturer at the be ation of one candidate each (a 5 minutes per candidate). ge of assessment: German and ble for bonus ion of places	o minutes) ginning of the course, approx. 20 minutes) of	a bonus) the written examina	tion may be replace	d by an oral
written If anno examin prox. 1 <u>9</u> Langua credita Allocat Additio SE,IT,KI	examination (approx. 60 to 12 unced by the lecturer at the be ation of one candidate each (a 5 minutes per candidate). ge of assessment: German and ble for bonus ion of places mal information s available for students of the I,ES,LR,HCI,GE	o minutes) ginning of the course, approx. 20 minutes) of d/or English	a bonus) the written examina r an oral examination	tion may be replace in groups of 2 cand	d by an oral lidates (ap-
written If anno examin prox. 1 <u>4</u> Langua credita Allocat Additio Focuse SE,IT,KI Worklo	examination (approx. 60 to 12 unced by the lecturer at the be ation of one candidate each (a 5 minutes per candidate). ge of assessment: German and ble for bonus ion of places mal information s available for students of the I,ES,LR,HCI,GE	o minutes) ginning of the course, approx. 20 minutes) of d/or English	a bonus) the written examina r an oral examination	tion may be replace in groups of 2 cand	d by an oral lidates (ap-
written If anno examin prox. 1 <u>9</u> Langua credita Allocat Additio SE,IT,KI	examination (approx. 60 to 12 unced by the lecturer at the be ation of one candidate each (a 5 minutes per candidate). ge of assessment: German and ble for bonus ion of places mal information s available for students of the I,ES,LR,HCI,GE	o minutes) ginning of the course, approx. 20 minutes) of d/or English	a bonus) the written examina r an oral examination	tion may be replace in groups of 2 cand	d by an oral lidates (ap-
written If anno examin prox. 1 <u>9</u> Langua credita Allocat Additio Focuse SE,IT,KI Worklo 150 h	examination (approx. 60 to 12 unced by the lecturer at the be ation of one candidate each (a 5 minutes per candidate). ge of assessment: German and ble for bonus ion of places mal information s available for students of the I,ES,LR,HCI,GE	o minutes) ginning of the course, approx. 20 minutes) of d/or English	a bonus) the written examina r an oral examination	tion may be replace in groups of 2 cand	d by an oral lidates (ap-
written If anno examin prox. 1 <u>9</u> Langua credita Allocat Additio Focuse SE,IT,KI Worklo 150 h	examination (approx. 60 to 12 unced by the lecturer at the be ation of one candidate each (a 5 minutes per candidate). ge of assessment: German and ble for bonus ion of places mal information s available for students of the I,ES,LR,HCI,GE ad	o minutes) ginning of the course, approx. 20 minutes) of d/or English	a bonus) the written examina r an oral examination	tion may be replace in groups of 2 cand	d by an oral lidates (ap-
written If anno examin prox. 1 <u>4</u> Langua credita Allocat Additio Focuse SE,IT,KI Worklo 150 h Teachin 	examination (approx. 60 to 12 unced by the lecturer at the be ation of one candidate each (a 5 minutes per candidate). ge of assessment: German and ble for bonus ion of places mal information s available for students of the I,ES,LR,HCI,GE ad	o minutes) ginning of the course, approx. 20 minutes) of d/or English Master's programme I	a bonus) the written examina r an oral examination nformatik (Computer	tion may be replace in groups of 2 cand	d by an oral lidates (ap-
written If anno examin prox. 1 <u>4</u> Langua credita Allocat Additio Focuse SE,IT,KI Worklo 150 h Teachin 	examination (approx. 60 to 12 unced by the lecturer at the be ation of one candidate each (a 5 minutes per candidate). ge of assessment: German and ble for bonus ion of places mal information s available for students of the I,ES,LR,HCI,GE ad	o minutes) ginning of the course, approx. 20 minutes) of d/or English Master's programme I	a bonus) the written examina r an oral examination nformatik (Computer	tion may be replace in groups of 2 cand	d by an oral lidates (ap-
written If anno examin prox. 1 <u>4</u> Langua credita Allocat Focuse SE,IT,KI Worklo 150 h Teachin Referre	examination (approx. 60 to 12 unced by the lecturer at the be ation of one candidate each (a 5 minutes per candidate). ge of assessment: German and ble for bonus ion of places mal information s available for students of the I,ES,LR,HCI,GE ad	o minutes) ginning of the course, approx. 20 minutes) of d/or English Master's programme I	a bonus) the written examina r an oral examination nformatik (Computer	tion may be replace in groups of 2 cand	d by an oral lidates (ap-
written If anno examin prox. 19 Langua credita Allocat Additio Focuse SE,IT,KI Worklo 150 h Teachin Referre Master Master Master Master Master	examination (approx. 60 to 12 unced by the lecturer at the be ation of one candidate each (a 5 minutes per candidate). ge of assessment: German and ble for bonus ion of places mal information s available for students of the I,ES,LR,HCI,GE ad ng cycle	o minutes) ginning of the course, approx. 20 minutes) of d/or English Master's programme I ulations for teaching- science (2021) anal Mathematics (2022) cs (2022) nt (2022)	a bonus) the written examination r an oral examination nformatik (Computer degree programmes)	tion may be replace in groups of 2 cand	d by an oral lidates (ap-

Julius-Maximilians-UNIVERSITÄT WÜRZBURG

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)

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Modul	e title				Abbreviation	
Projec	t - Curre	ent Topics in Computer	Science		10-I=PRJAK-212-mo	1
Modul	e coord	inator		Module offered by		
Dean o	of Studie	es Informatik (Compute	r Science)	Institute of Comput	er Science	
ECTS	-	od of grading	Only after succ. con	•		
5		rical grade				
Durati		Module level	Other prerequisites			
1 seme		graduate				
Conte	nts	0				
Compl	etion of	a project task (in Team	s).			
-		ning outcomes				
			k on a problem in com	putor science in top		
		ows participants to wor				
	es (type	, number of weekly cont	act hours, language –	- if other than Germa	n)	
P (4)						
		essment (type, scope, on on whether module			tion offered — if not	every seme-
projec	t report	(10 to 15 pages) and pre	esentation of project (1	15 to 30 minutes)		
	•	ssessment: German and				
		ffered: In the semester				
		t be repeated; there wil			c. Assessment can,	therefore,
		d for the project offered	in the respective sem	ester)		
Alloca	tion of p	olaces				
Additi	onal inf	ormation				
		able for students of the _R, HCI, GE	Master's programme l	nformatik (Computer	Science, 120 ECTS	credits): AT,
Workle						
150 h	Juu					
Teachi	ing cycl	9				
Referr	ed to in	LPOI (examination reg	ulations for teaching.	legree programmes)		
Kelen						
 Modul	e appea	urs in				
		ee (1 major) Computer S	cience (2021)			
	-	ee (1 major) Computerio		2)		
	-	ee (1 major) Information		2)		
	-	ee (1 major) Mathematic				
	-	ee (1 major) Manageme				
	-	ee (1 major) Media Ente				
	-	ee (1 major) Psychology		2)		
		ee (1 major) Computer S		, ,		
	-	ee (1 major) Computatio		4)		
	-	ee (1 major) Manageme				
	-	ee (1 major) Mathematic	•			
	-	ee (1 major) Information				
		ee (1 major) Economath				
		ning degree Gymnasium		ion PLUS, Elite Netwo	ork Bavaria (ENB) (2	025)
Master's v	vith 1 major	Management (2022)	-	; • generated 19-Apr-2025 • e laster (120 ECTS) Manageme	-	page 29 / 309



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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 30 / 309
	data record Master (120 ECTS) Management - 2022	1

Module	e title				Abbreviation	
Analyti	ical Inf	ormation Systems			12-BI-192-m01	
Module	e coord	inator		Module offered by		
Dean o mics	of the Fa	aculty of Business Man	agement and Econo-	Faculty of Managen	nent and Economics	
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	i		
1 seme	ster	graduate				
Conten	nts					
cus is o paratio ductior	on indi on and n to me	ovides an overview of t vidual quantitative met data manipulation as w thods and the applicat deep learning, is giver	hods of data analysis. vell as their practical ar ion of machine learnin	On the one hand, me oplication are introdu	ethods from the area uced. On the other ha	is of data pre- and, an intro-
Intend	ed lear	ning outcomes				
• [• [•] •] •] •] •] •] •]	Data Ma Data En Descrip Predicti Supervi Jnsupe Neural I Text Min Big Data	a Technologies	Aining Irning			
		, number of weekly cor	itact hours, language –	- if other than Germa	n)	
V (2) +						
		sessment (type, scope, ion on whether module			tion offered — if not	every seme-
	age of a	nation (approx. 60 min Issessment: German ar bonus				
Allocat	tion of	places				
1) Mast (2) The (3) Whe	l the nu ter's st remain en plac	Imber of applications e udents of Information S ning places will be alloc es are allocated in acc laces, places will be all	ystems will be given p cated to students of otl ordance with (1) and (2	referential considera ner subjects.) and the number of	tion. applications exceed	
Additio	onal inf	ormation				
Worklo	bad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycl	e: summer semester				
		LPO I (examination re	gulations for teaching-	degree programmes)		
Master's w	ith 1 majo	r Management (2022)		g • generated 19-Apr-2025 • e Master (120 ECTS) Manageme	-	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) Economathematics (2021) Master's degree (1 major) Information Systems (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.	page 32 / 309
	data record Master (120 ECTS) Management - 2022	

Busine	e title				Abbreviation	
	ss Soft	ware 1: IS-based Enterp	rise Management		12-GPU-192-m01	
Module	e coord	inator		Module offered by		
holder Informa		Chair of Business Manag ystems	gement and Business	Faculty of Manager	nent and Economics	
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		• • • •		
Duratio	on .	Module level	Other prerequisites			
1 seme		graduate				
Conten	Its		1			
stems a busine which f Sectior The firs	are cen ss proc focuses n 1: ERF st part o	ffers a comprehensive ir tral building blocks in m esses, data managemen s on practical application eselection process with of the module is dedicate as are familiarized with p	odern business mana nt and decision-makir ns and examples in ac application examples ed to the complex pro	agement and play a on ng. This module is diverse Idition to theory. of two ERP systems cess of selecting a s	crucial role in the int vided into three sect uitable ERP system f	egration of tions, each of for a com-
Using c vironm Sectior In this	case stu ent. n 2: Lov part, st	udies, students compare v-code and no-code syst udents are familiarized	e two different ERP sys ems with application with low-code and no-	examples ecode platforms that	selection process in enable the efficient	a real-life en developmen
ny in th ence th	nis field ne adva	ERP applications. The foo I. Students learn the bas ntages of low-code and	ics of these platforms	and create their ow		
In the f	inal pa	stomizing ERP software ι rt, students learn the ba /∡HANA. Students are ei	sics of customizing El	RP software. The foci		
In the f system Practica In addi	inal pa SAP S al exerc tion to	rt, students learn the ba /4HANA. Students are er cises and case studies e the theoretical informat	sics of customizing El nabled to adapt SAP S nable students to app ion presented in the lo	RP software. The focu 6/4HANA to the spec oly customizing tech ecture, the exercises	ific requirements of niques in real-life sc offer the opportunit	a company. enarios. ty to access
In the f system Practica In addi the ERF	inal pa SAP S al exerc tion to P syster	rt, students learn the ba /4HANA. Students are er cises and case studies e the theoretical informat ms and deal with the res	sics of customizing El nabled to adapt SAP S nable students to app ion presented in the lo	RP software. The focu 6/4HANA to the spec oly customizing tech ecture, the exercises	ific requirements of niques in real-life sc offer the opportunit	a company. enarios. ty to access
In the f system Practica In addit the ERF Intende The "But the foll 1. ERP S stem 2. Integ ons. 3. Selec stem 4. Imple	inal pa SAP S al exerci- tion to system system usiness lowing System is, thei gration ction a is to me ementa	rt, students learn the ba /4HANA. Students are er cises and case studies e the theoretical informat	sics of customizing El nabled to adapt SAP S nable students to app ion presented in the lo pective software in a nt and Implementatio ntiation: Students gai osophies. Participants learn how ystems: Students dev ses: Students gain pro	RP software. The focu 6/4HANA to the spec oly customizing tech ecture, the exercises practical way by mea n of Information Sys n a comprehensive of v ERP systems map a relop skills to evalua actical experience in	ific requirements of niques in real-life sc offer the opportunit ans of extensive case tems" module aims understanding of var and optimize busines te, select, and adapt	a company. enarios. ty to access e studies. to achieve rious ERP sy- ss operati- t ERP sy- lementing
In the f system Practica In addi the ERF Intende The "Bu the foll 1. ERP 9 stem 2. Integ ons. 3. Selec stem 4. Imple busin	inal pa SAP S al exerci- tion to P system ed lear usiness lowing System is, thei gration ction a is to me ementa ness pi	rt, students learn the ba /4HANA. Students are en cises and case studies e the theoretical informations and deal with the resist ing outcomes s Software 1: Manageme learning outcomes: s - Overview and Differe r architectures, and philo of Business Processes: I and Customizing of ERP S eet business needs. ation of Business Proces rocesses in ERP and low-	sics of customizing El nabled to adapt SAP S nable students to app ion presented in the la pective software in a nt and Implementatio ntiation: Students gai osophies. Participants learn how ystems: Students dev ses: Students gain pra- code/no-code platfor	RP software. The focu 6/4HANA to the spec oly customizing tech ecture, the exercises practical way by mea n of Information Sys n a comprehensive of v ERP systems map a relop skills to evalua actical experience in ms, and learn practi	ific requirements of a niques in real-life sc offer the opportunit ans of extensive case tems" module aims t understanding of var and optimize busines te, select, and adapt independently impl cal ERP customizing	a company. enarios. ty to access e studies. to achieve rious ERP sy- ss operati- t ERP sy- lementing
In the f system Practica In addi the ERF Intende The "Bu the foll 1. ERP 9 stem 2. Integ ons. 3. Selec stem 4. Imple busin	inal pa SAP S al exerci- tion to system system usiness lowing System is, thei gration ction a is to me ementa ness pi s (type	rt, students learn the ba /4HANA. Students are en cises and case studies e the theoretical informat ms and deal with the res ning outcomes s Software 1: Manageme learning outcomes: s - Overview and Differe r architectures, and phile of Business Processes: I and Customizing of ERP S eet business needs. ation of Business Proces	sics of customizing El nabled to adapt SAP S nable students to app ion presented in the la pective software in a nt and Implementatio ntiation: Students gai osophies. Participants learn how ystems: Students dev ses: Students gain pra- code/no-code platfor	RP software. The focu 6/4HANA to the spec oly customizing tech ecture, the exercises practical way by mea n of Information Sys n a comprehensive of v ERP systems map a relop skills to evalua actical experience in ms, and learn practi	ific requirements of a niques in real-life sc offer the opportunit ans of extensive case tems" module aims t understanding of var and optimize busines te, select, and adapt independently impl cal ERP customizing	a company. enarios. ty to access e studies. to achieve rious ERP sy- ss operati- t ERP sy- lementing
In the f system Practica In addit the ERF Intende The "Bu the foll 1. ERP S stem 2. Integ ons. 3. Selec stem 4. Imple busin Course V (2) + Method	inal pa i SAP S al exerci- ition to P system usiness lowing System is, thei gration ction a is to mo ementa ness pri- is (type Ü (2) d of ass	rt, students learn the ba /4HANA. Students are en cises and case studies e the theoretical informations and deal with the resist ing outcomes s Software 1: Manageme learning outcomes: s - Overview and Differe r architectures, and philo of Business Processes: I and Customizing of ERP S eet business needs. ation of Business Proces rocesses in ERP and low-	sics of customizing El nabled to adapt SAP S nable students to app ion presented in the la pective software in a nt and Implementatio ntiation: Students gai osophies. Participants learn how ystems: Students dev ses: Students gain pr code/no-code platfor act hours, language – anguage — if other the	RP software. The focu 6/4HANA to the spec oly customizing tech ecture, the exercises practical way by mea n of Information Sys n a comprehensive of v ERP systems map a relop skills to evalua actical experience in ms, and learn practi - if other than Germa an German, examina	ific requirements of a niques in real-life sc offer the opportunit ans of extensive case tems" module aims t understanding of var and optimize busines te, select, and adapt independently impl cal ERP customizing an)	a company. enarios. ty to access e studies. to achieve rious ERP sy- ss operati- t ERP sy- lementing
In the f system Practica In addit the ERF Intende The "Bu the foll 1. ERP 9 stem 2. Integ ons. 3. Selec stem 4. Imple busin Course V (2) + Method ster, in a) Writt b) oral	inal pa i SAP S al exerc ition to P system usiness lowing System is, thei gration ction a is to me ementa ness pri- is (type Ü (2) d of ase formati ten exa examin	rt, students learn the ba /4HANA. Students are en cises and case studies e the theoretical informations and deal with the resist ing outcomes software 1: Manageme learning outcomes: s - Overview and Differe r architectures, and phile of Business Processes: I and Customizing of ERP S eet business needs. ation of Business Proces rocesses in ERP and low- number of weekly cont	sics of customizing El nabled to adapt SAP S nable students to app ion presented in the la pective software in a nt and Implementatio ntiation: Students gai osophies. Participants learn how ystems: Students dev ses: Students gain pro- code/no-code platfor act hours, language – anguage — if other the can be chosen to earn inutes) or	RP software. The focu 6/4HANA to the spec oly customizing tech ecture, the exercises practical way by mea n of Information Sys n a comprehensive of v ERP systems map a relop skills to evalua actical experience in ms, and learn practi - if other than Germa an German, examina a bonus)	ific requirements of a niques in real-life sc offer the opportunit ans of extensive case tems" module aims i understanding of var and optimize busines te, select, and adapt independently impl cal ERP customizing an)	a company. enarios. ty to access e studies. to achieve rious ERP sy- ss operati- t ERP sy- lementing : every seme-

UNIVERSITÄT WÜRZBURG

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

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

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

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

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

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

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 34 / 309
	data record Master (120 ECTS) Management - 2022	

Master's with 1 major Management (2022)

	e title				Abbreviation	
Information Processing within Organizations			nizations		12-IV-161-m01	
Module coordinator				Module offered by	Module offered by	
Dean of the Faculty of Business Management and Econo- mics			agement and Econo-	Faculty of Management and Economics		
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duration Module level		Module level	Other prerequisites			
1 semester graduate		graduate				
Conten	ts					
Conten II C D B II C	t: ntegrat Change Data sto Busines nternal Cloud, o Data an Process	existing structures. ion into information system and project manageme orage, processing, and as logic, algorithms, opt vs. external integration operational models, pla d IT security /task mining, hyperaut	ent, requirements engin structures timization, system arch n, technical interfaces atforms, distributed led	nitecture, microservio		
The "In 1. Knov and 2 2. Anal proce 3. Deve tellig	format vledge system ysis of esses, elopme gence t	of Information Systems architecture, can integ Business Processes: Th and optimize system la nt of Business Solution o develop integrative b	Organizations" module s: Students understand grate new technologies hey recognize and anal andscapes using ERP sy hs: Students use their k usiness solutions and	aims to achieve the l and apply core con into systems, and d yze business inform ystems and project r knowledge of modern solve operational ch	following learning outcomes: cepts such as data processing evelop practical applications. ation systems, model business nanagement methods. n technologies and business in- allenges.	
The "In 1. Knov and s 2. Anal proce 3. Deve tellig 4. Evalu ticall	format vledge system ysis of esses, elopme gence t uation ly asse	ion Processing within C of Information Systems architecture, can integ Business Processes: Th and optimize system la nt of Business Solution o develop integrative b of Technology Trends: T ss technology trends, a	Organizations" module s: Students understand grate new technologies hey recognize and anal andscapes using ERP sy ns: Students use their k usiness solutions and They have a deep unde and lead their implement	aims to achieve the l and apply core con into systems, and d yze business inform ystems and project r cnowledge of moder solve operational ch rstanding of IT secur ntation in business o	following learning outcomes: cepts such as data processing evelop practical applications. ation systems, model business nanagement methods. n technologies and business in- allenges. rity and modern technologies, cri contexts.	
The "In 1. Knov and s 2. Anal proce 3. Deve tellig 4. Evalu ticall Course	format wledge system ysis of esses, elopme gence t uation ly asse s (type	ion Processing within C of Information Systems architecture, can integ Business Processes: Th and optimize system la nt of Business Solution o develop integrative b of Technology Trends: 1	Organizations" module s: Students understand grate new technologies hey recognize and anal andscapes using ERP sy ns: Students use their k usiness solutions and They have a deep unde and lead their implement	aims to achieve the l and apply core con into systems, and d yze business inform ystems and project r cnowledge of moder solve operational ch rstanding of IT secur ntation in business o	following learning outcomes: cepts such as data processing evelop practical applications. ation systems, model business nanagement methods. n technologies and business in- allenges. rity and modern technologies, cri contexts.	
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The "In 1. Knov and s 2. Anal proce 3. Deve tellig 4. Evalu ticall Course V (2) + Methoo ster, in written	format vledge system ysis of esses, elopme gence t uation ly asse is (type Ü (2) d of ass format exami age of a	ion Processing within C of Information Systems architecture, can integ Business Processes: Th and optimize system la nt of Business Solution o develop integrative b of Technology Trends: T ss technology trends, a , number of weekly con sessment (type, scope, ion on whether module nation (approx. 60 min assessment: German an	Organizations" module s: Students understand grate new technologies hey recognize and anal andscapes using ERP sy hs: Students use their k usiness solutions and They have a deep unde and lead their implement ntact hours, language – language — if other th can be chosen to earn utes)	aims to achieve the and apply core con into systems, and d yze business inform ystems and project r nowledge of moder solve operational ch rstanding of IT secur ntation in business of - if other than Germa an German, examina	following learning outcomes: cepts such as data processing evelop practical applications. ation systems, model business nanagement methods. n technologies and business in- allenges. rity and modern technologies, cri contexts. an)	
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The "In 1. Knov and s 2. Anal proce 3. Deve tellig 4. Evalu ticall Course V (2) + Methoo ster, in written Langua credita Allocat	format vledge system ysis of esses, elopme gence t uation ly asse is (type Ü (2) d of ass format exami age of a ble for :ion of p	ion Processing within C of Information Systems architecture, can integ Business Processes: Th and optimize system la nt of Business Solution o develop integrative b of Technology Trends: T ss technology trends, a , number of weekly con sessment (type, scope, ion on whether module nation (approx. 60 min issessment: German an bonus places	Organizations" module s: Students understand grate new technologies hey recognize and anal andscapes using ERP sy hs: Students use their k usiness solutions and They have a deep unde and lead their implement ntact hours, language – language — if other th can be chosen to earn utes)	aims to achieve the and apply core con into systems, and d yze business inform ystems and project r nowledge of moder solve operational ch rstanding of IT secur ntation in business of - if other than Germa an German, examina	following learning outcomes: cepts such as data processing evelop practical applications. ation systems, model business nanagement methods. n technologies and business in- allenges. rity and modern technologies, cr contexts. an)	
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The "In 1. Knov and s 2. Anal proce 3. Deve tellig 4. Evalu ticall Course V (2) + Methoo ster, in written Langua credita Allocat Worklo	format wledge system ysis of esses, elopme gence tu uation ly asse is (type is (type is (type d of ass format exami age of a ble for ion of p onal inf	ion Processing within C of Information Systems architecture, can integ Business Processes: Th and optimize system la nt of Business Solution o develop integrative b of Technology Trends: T ss technology trends, a , number of weekly con sessment (type, scope, ion on whether module nation (approx. 60 min assessment: German an bonus places	Organizations" module s: Students understand grate new technologies hey recognize and anal andscapes using ERP sy hs: Students use their k usiness solutions and They have a deep unde and lead their implement ntact hours, language – language — if other th can be chosen to earn utes)	aims to achieve the and apply core con into systems, and d yze business inform ystems and project r nowledge of moder solve operational ch rstanding of IT secur ntation in business of - if other than Germa an German, examina	following learning outcomes: cepts such as data processing evelop practical applications. ation systems, model business nanagement methods. n technologies and business in- allenges. rity and modern technologies, cri contexts. an)	

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

Module appears in

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 36 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title				Abbreviation	
Applie	d Empi	rical Macroeconomics			12-M-AEM-211-m01	
Modul	e coord	inator		Module offered by	<u>.</u>	
holder	of the (Chair of Monetary Econo	omics and Internatio-	Faculty of Managen	nent and Economics	
		Markets				
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	1	rical grade		-		
Duratio	on	Module level	Other prerequisites	;		
1 seme	ster	graduate				
Conten	nts	1	J			
The mo	dule ir	ntroduces students to co ew of topical macroecor				
metho	ds that	are widely used in emp	irical applications.			
Intend	ed lear	ning outcomes				
cal ma	croecor	ing the module, student nomic analysis. Besides their limitations, stude	a theoretical knowled	lge of commonly use	d empirical models	and a critica
Course	s (type	, number of weekly con	tact hours, language –	– if other than Germa	in)	
V (2) + Module	• •	t in: English				
		sessment (type, scope, ion on whether module			tion offered — if not	every seme
approx Langua credita	age of a	ssessment: English				
Allocat	tion of _l	places				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cvcl	e				
		e: after announcement				
		LPOI (examination reg	ulations for toaching	degree programmes)		
				acgree programmes)		
Module	e appea	ars in				
		ee (1 major) Manageme	nt (2018)			
Master's degree (1 major) International Economic Policy (2018)						
	Master's degree (1 major) China Business and Economics (2021)					
Master	Master's degree (1 major) China Language and Economy (2021)					
Master	's degr	ee (1 major) Economath	ematics (2021)			
	-	ee (1 major) Internation	-	022)		
	-	ee (1 major) Manageme				
Master	's degr	ee (1 major) Economath	ematics (2022)			
Master's w	ith 1 majo	r Management (2022)		g • generated 19-Apr-2025 • e Naster (120 ECTS) Manageme	-	page 37 / 309
					2022	



exchange program Business Management and Economics (2022)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 38 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title				Abbreviation	
Advanc	Advanced Financial Accounting 12-M-AFA-221-m01					
Module coordinator				Module offered by		
holder ting	of the (Chair of Business Manage	ement and Accoun-	Faculty of Management and Economics		
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
system studen derstar depth. for fina le is tau	s. This ts are u nding o Topics ncial in ught th	module addresses recen p-to-date with the currer f financial or non-financia can vary depending on th struments, revenue reco	t developments in fir at accounting landsca al accounting and sea ne current issues in p gnition, or the latest ectures, exercises, ar	nancial and non-finan ape. It is designed fo ek to explore comple practice or research. I developments in sus nd practical case stud	allenging for modern accounting ncial accounting, ensuring that r students who have a basic un- ex accounting issues in greater Former topics include accounting stainability reporting. The modu- dies. Guest lectures from industry g practices.	
Intende	ed learı	ning outcomes				
• S • A • S	olve ar nalyze tay info	this module, students wind and analyze complex finan and interpret reporting d prmed and adapt to evolve , number of weekly conta	cial and non-financia ata to support decisi ving accounting stand	on-making in variou dards and practices.		
V (2) +		,				
Method	d of ass	s essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
	ge of a	nation (approx. 60 to 120 ssessment: German and, bonus				
Allocat	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachir	ng cycle	e: summer semester				
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module	e appea	ars in				
Master	Master's degree (1 major) Management (2018) Master's degree (1 major) Economathematics (2021)					
	Master's degree (1 major) Management (2022)					
	-	ee (1 major) Economathe				
exchan	ge prog	gram Business Managem	ent and Economics (:	2022)		

Master's with 1 major Management (2022)	
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Module	title				Abbreviation	
En al sur sut la sur			12-M-AFW-161-m01			
Module coordinator						
				Module offered by		
Dean of the Faculty of Business Management and Econo- mics Faculty of Management and Econo-						
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	L	rical grade				
Duratio		Module level	Other prerequisites			
2 seme		graduate				
Conten	ts					
Conten	ts: emp	oloyment and labour lav	v and works constituti	on law incl. collective	e agreement law	
Employ	ment a	nd Labour law				
Legal s	ources	of employment and lab	ourlaw			
Definiti	ons, er	nployment and labour l	aw, employees			
The em	ployme	ent contract				
 Job application, permissible and impermissible questions in job interviews, consequences of lying, contesting the employment contract General Equal Treatment Act, claims for damages by applicants Conclusion of an employment contract, form, evidence under the Law of Proof of Substantial Conditions Applicable to the Employment Relationship Contents of the employment contract, company practice, overall commitment, reservation of the right of voluntariness and revocation General terms and conditions of business and control of terms and conditions of employment, invalid clauses and their consequences Limitation of the term of the employment relationship Primary and secondary duties Employer's right to issue instructions, permissible and impermissible instructions Sickness, obligations to report and provide evidence under the Continued Remuneration Act Secondary employment, prohibition of competition, duty of confidentiality, occupational health and safety Granting of holiday leave Continued payment of wages in the event of illness, restrictions 						
Severe	disabil	ity, special rights and p	rotection against dism	nissal		
Workin	g hours	and the Working Hours	s Act			
The wa	rning, f	ormal and material requ	uirements, consequen	ces		
Termination of employment						
 Termination agreement Termination of employment Formal requirements Ordinary and extraordinary termination by the employer Behavioral termination Person-related (illness-related) dismissal Dismissal for operational reasons Master's with 1 major Management (2022) JMU Würzburg • generated 19-Apr-2025 • exam. reg. page 40 / 309						
master S WI	ur i major	management (2022)		s • generated 19-Apr-2025 • e	Auni, ieg.	page 40 / 309

UNIVERSITÄT WÜRZBURG

• Special protection against dismissal

Works constitution law incl. collective bargaining law

Legal sources of works constitution law

Definitions, company, works council, employee

The works council and its role

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

Material co-determination of the works council, participation

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

Co-determination in the narrower sense

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

Co-determination rights

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

Collective bargaining law

Definition, contractual and normative part, legal effect

Application of collective agreements, parties of collective agreements

Dynamic and static clauses referring to a collective agreement

Collective agreement and company agreements, blocking effect of collective agreement

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

Intended learning outcomes

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

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UNIVERSITÄT WÜRZBURG

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

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

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

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

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

S (2)

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

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

Allocation of places

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

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

Madula		
Module	appears	5 IN

mounte appears m						
Master's degree (1 major) Economathematics (2016)						
Master's degree (1 major) Business	Master's degree (1 major) Business Management (2015)					
Master's degree (1 major) China Bus	iness and Economics (2016)					
Master's degree (1 major) Internation	nal Economic Policy (2015)					
Master's degree (1 major) China Lan	guage and Economy (2016)					
Master's degree (1 major) Managem	ent (2018)					
Master's degree (1 major) China Bus	iness and Economics (2019)					
Master's degree (1 major) China Lan	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. page 42 / 30 data record Master (120 ECTS) Management - 2022						

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.	page 43 / 309
	data record Master (120 ECTS) Management - 2022	

Module title			Abbreviation		
Advanced Microeconomics 12-M-AM-182-m01					
Module coordinator			Module offered by		
holder of the formation Eco	Chair for Economics, Co nomics	ontract Theory and In-	Faculty of Managen	nent and Economics	
ECTS Methe	od of grading	Only after succ. con	npl. of module(s)		
5 nume	rical grade				
Duration	Module level	Other prerequisites			
1 semester	graduate				
Contents					
foundation to lysis and givir al decision ma riskless consu and limitation	a theory of aggregate of g policy advice. This leaking and behavior. Sp umer choice, choice un s of these models.	considers the behavior conomic outcomes, wh cture addresses the co ecifically, students will der risk and intertempo	nich then can be app re building block of t come to understanc oral choice and learn	lied for conducting withis thought complex this thought complex l in detail the standa about the empirical	welfare ana- x: individu- ard models of challenges
and talk abou (e.g., different it will allow to introduced an	t. In consequence, a sc ial calculus and constr focus on the underlyin	with precise mathemat olid understanding of th ained optimization; ba g economic intuition. H way, such that a strong background.	ne mathematical tool sic set theory; integr lowever, every requi	box of standard mic ration by parts) will b red mathematical co	roeconomics be helpful as oncept will be
The exposition	n is primarily based on	the standard graduate	textbooks		
		en (1995): "Microecono ced Microeconomic The			
Intended lear	ning outcomes				
explainapply th					
Courses (type	, number of weekly cor	itact hours, language –	- if other than Germa	n)	
V (2) + Ü (2) Module taugh	t in: English				
		language — if other the can be chosen to earn		tion offered — if not	every seme-
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus					
Allocation of	places				
Additional information					
Workload					
150 h					
Teaching cycle					
Teaching cycle: summer semester					
	r Management (2022)	IMII Wiirzburg	g•generated 19-Apr-2025•e	xam reg	page 44 / 309
		-	Aaster (120 ECTS) Manageme	-	P~3~ 44 / J~3

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

Module appears in

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 45 / 309
	data record Master (120 ECTS) Management - 2022	

					Abbreviation	
Interna	ational	Economics			12-M-AMTIÖ-222-m	01
Module	e coord	inator		Module offered by	<u> </u>	
		aculty of Business Mana	gement and Econo-		nent and Economics	
mics						
ECTS Method of grading Only after succ. comp				npl. of module(s)		
10 numerical grade						
Duratio		Module level	Other prerequisites	i		
1 seme		graduate				
Conten	-					
de, and	t topics d Cities	in international econor ; Outsourcing, Offshorir ization and the Environ	ng and Multinational F	irms; Competition of	Locations, Jurisdicti	ons and Sy-
Literatı Peer-re		articles and/or monog	raphs.			
		ning outcomes				
learn a papers	nd app	irrent cutting-edge resea ly research methods. Th search both in written a peers.	e seminar style of the	course teaches ther	n to present their ow	n seminar
Course	s (type	, number of weekly cont	act hours, language –	– if other than Germa	ın)	
S (2)						
		sessment (type, scope, ion on whether module			tion offered — if not	every seme-
		pprox. 15 pages) and prossessment: German and		o minutes) with thesi	s paper (1 page) (we	ighted 3:1)
Allocat	tion of p	olaces				
among (2) Plac re.	uld the all app ces on a	number of applications olicants irrespective of t all courses of the modul ist will be maintained an	heir subjects. le with a restricted nui	mber of places will b	e allocated in the sa	
Additio	onal inf	ormation				
	-					
Worklo	ad					
300 h						
Teachi	ng cycl	e				
		e: each semester				
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
Module	e appea	ars in				
Master Master	's degr 's degr	ee (1 major) Internationa ee (1 major) Manageme ee (1 major) Economath	nt (2022)	022)		
Master's w	ith 1 majo	r Management (2022)		g • generated 19-Apr-2025 • e Naster (120 ECTS) Manageme	-	page 46 / 309

Module	e title				Abbreviation
Incenti	ves in	Organizations			12-M-AO-222-m01
Module coordinator				Module offered by	<u>I</u>
holder Organi		Chair for Human Resc	ource Management and	Faculty of Manager	nent and Economics
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)	
5	nume	erical grade		• • • •	
Duratio	on	Module level	Other prerequisites	5	
1 seme	ster	graduate			
Conten	Its	•			
centive					gical and empirical aspects of in- al (mainly empirical) research ar-
centives in organisations. It uses contents from advanced text books and original (mainly empirical) research ar- ticles. Outline of syllabus 1. Principal-agent theory 2. Do top managers earn too much? (application) 3. Performance-based payment 4. Implementation of performance-based payment in companies (application) 5. Seniority payment (with application)					
6. Fina	ncial ir	ncentives to work afte	r retirement (with applic	ation)	

- 7. Wage bargaining (with application)
- 8. Efficiency wages (with case study)
- 9. Team incentives (with case study)

Literature

Milgrom and Roberts (1992), Economics, Organisation and Management, London.

Mishel and Sabadish (2013), CEO Pay in 2012 was extraordinarily high, EPI Issue Brief 367, Washington DC. Fabbri and Marin (2016), What Explains the Rise in CEO Pay in Germany? A Panel Data Analysis for 1977-2009, Scandinavian Journal of Economics 118(2),235-263.Lazear (2000), Performance Pay and Productivity, American Economic Review 90, 1346-1361.

Lazear (1979), Why is there mandatoryretirement? Journal of Political Economy 87, 1261-1284. Hutchens (1989), Seniority, Wages and Productivity: A Turbulent Decade, Journal of Economic Perspectives 3 (4), 49-64. Zwick (2011), ConsequencesofSeniorityWages on theEmploymentStructure, Industrial and Labor Relations Review 65(1), 108-125.

Lorenz and Zwick (2021), Money also issunny in a retiree's world-financial incentives and work after retirement, Journal for Labour Market Research, 55 (21).

Bartolucci (2012), Credible Threats in a Wage Bargaining Model with on-the-job Search, Economic Letters, 117(3), 657-659.

Lukesch and Zwick (2023) Do outside options drive wage inequalities in retained jobs? Evidence from a natural experiment, British Journal of Industrial Relations, published online, https://doi.org/10.1111/bjir.12771. Salop (1979), The model of the natural rate of unemployment, American Economic Review 69, 117–125.

Becker and Stigler (1974), Law enforcement, Malfeasance, and the Compensation of Enforcers, Journal of Legal Studies III, 1-18.

Garibaldi (2006), Personnel Economics in Imperfect Labour Markets, Oxford University Press, Chapter 13. Hjort (2014), Ethnic Divisions and Production in Firms, QuarterlyJournal of Economics, 1899-1946. Kandel and Lazear (1992), Peer Pressure and Partnerships, Journal of Political Economy 100(4), 801817.

Intended learning outcomes

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

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

V (2) + Ü (2)

Module taught in: English

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English

Allocation of places

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Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 48 / 309
	data record Master (120 ECTS) Management - 2022	

Module of holder of	title		·	Abbreviation	
holder of	d Operations & Logistics Ma	anagement		12-M-AOLM-182-mc)1
holder of					
			Module offered by	· -	
ECTS	f the Chair of Logistics and C			nent and Economics	
	Method of grading	Only after succ. con	npl. of module(s)		
	numerical grade				
Duration		Other prerequisites			
1 semest	ter graduate				
Contents	5				
planning	se "Advanced Operations & gof integrated production ar ble case studies.				
Intended	l learning outcomes				
(i) analyz (ii) devel (iii) evalu	npleting this course student ze and evaluate integrated p lop and apply appropriate m uate the consequences of ur y concepts and methods to p	roduction and logistics ethods to plan comple acertainties in processe	x production and log es, and	istics systems;	
Courses	(type, number of weekly cor	ntact hours, language –	- if other than Germa	n)	
V (2) + Ü					
				tion offered if use	
	of assessment (type, scope, ormation on whether module			tion offered — if not	every seme-
b) term p Languag	n examination (approx. 60 n paper (approx. 15 to 20 page re of assessment: English le for bonus				
Allocatio	on of places				
 A .l .l'4!	-1 :				
Addition	al information				
Workloa	d				
150 h					
Teaching	g cycle				
	g cycle: summer semester				
reaching	to in LPO I (examination re	gulations for teaching.	legree programmes)		
Referred	annaarc in				
Referred Module a	appears in	ant (a.a. (0)			
Referred Module a Master's	s degree (1 major) Manageme		18)		
Referred Module a Master's Master's	degree (1 major) Manageme degree (1 major) Internatior	nal Economic Policy (20			
Referred Module a Master's Master's Master's	degree (1 major) Manageme degree (1 major) Internation degree (1 major) China Bus	nal Economic Policy (20 iness and Economics (2	2019)		
Referred Module a Master's Master's Master's Master's	degree (1 major) Manageme degree (1 major) Internation degree (1 major) China Bus degree (1 major) China Lang	nal Economic Policy (20 iness and Economics (2 guage and Economy (20	2019)		
Referred Master's Master's Master's Master's Master's	degree (1 major) Manageme degree (1 major) Internation degree (1 major) China Bus degree (1 major) China Lang degree (1 major) Informatio	nal Economic Policy (20 iness and Economics (2 guage and Economy (20 n Systems (2019)	2019) 019)		
Referred Master's Master's Master's Master's Master's Master's	degree (1 major) Manageme degree (1 major) Internation degree (1 major) China Bus degree (1 major) China Lang degree (1 major) Informatio degree (1 major) China Bus	nal Economic Policy (20 iness and Economics (20 guage and Economy (20 n Systems (2019) iness and Economics (2	2019) 019) 2021)		
Referred Master's Master's Master's Master's Master's Master's Master's	degree (1 major) Manageme degree (1 major) Internation degree (1 major) China Bus degree (1 major) China Lang degree (1 major) Informatio	nal Economic Policy (20 iness and Economics (2 guage and Economy (20 n Systems (2019) iness and Economics (2 guage and Economy (20	2019) 019) 2021)		
Referred Master's Master's Master's Master's Master's Master's Master's Master's	degree (1 major) Manageme degree (1 major) Internation degree (1 major) China Bus degree (1 major) China Lang degree (1 major) Informatio degree (1 major) China Bus degree (1 major) China Lang	nal Economic Policy (20 iness and Economics (2 guage and Economy (20 n Systems (2019) iness and Economics (2 guage and Economy (20 nematics (2021)	2019) 019) 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 International (2024)
Master's degree (1 major) Management (2024)
Master's degree (1 major) Information Systems (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Economathematics (2024)
Master's degree (1 major) Information Systems (2025)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) Management International (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 50 / 309
	data record Master (120 ECTS) Management - 2022	

	e title			-	Abbreviation
Project	t: Selec	ted Topics in Business I	Management and Eco	nomics I	12-M-APS-182-m01
Modul	e coord	inator		Module offered	by
Dean of the Faculty of Business Management and Econo-		Faculty of Management and Economics			
mics					
ECTS		Method of grading Only after succ. compl. of module(s)			
10	nume	umerical grade			
Durati	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conter	nts				
• (• a • (courses additior courses	erves the purpose of tra taken at other German hal courses offered on a offered by new Chairs t f the respective Chairs w	or non-German univer short-term basis hat are yet to be inclu	sities ded in the FSB (s	ubject-specific provisions) for credit transfer.
Intend	ed lear	ning outcomes			
As a re	sult of	accrediting multiple kine	ds of modules, a desc	ription of acquire	d skills cannot be given.
Course	es (type	, number of weekly cont	act hours, language –	- if other than Ge	rman)
S (2)		· · · ·			
Metho		sessment (type, scope, l on on whether module			ination offered — if not every ser
Assess		ssessment: German and ffered: In the semester i bonus		offered	
Assess credita Allocat 15 plac by lot a	sment o able for tion of p ces. (1) s among a	ffered: In the semester i bonus blaces Should the number of aj all applicants irrespectiv	pplications exceed the ve of their subjects. (2	e number of avail) Places on all co	able places, places will be alloca urses of the module with a restric vill be maintained and places re-
Assess credita Allocat 15 plac by lot a numbe cated b	tion of p ces. (1) s among a er of pla	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available	in which the course is pplications exceed the ve of their subjects. (2 the same procedure. (e number of avail) Places on all co	
Assess credita Allocat 15 plac by lot a numbe cated b	tion of p ces. (1) s among a er of pla	ffered: In the semester i bonus blaces Should the number of aj all applicants irrespectiv ces will be allocated in	in which the course is pplications exceed the ve of their subjects. (2 the same procedure. (e number of avail) Places on all co	urses of the module with a restrie
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Assess credita Allocat 15 plac by lot a numbe cated b	sment o ible for tion of j ces. (1) 2 among a er of pla by lot as onal inf	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available	in which the course is pplications exceed the ve of their subjects. (2 the same procedure. (e number of avail) Places on all co	urses of the module with a restrie
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Assess credita Allocat 15 plac by lot a numbe cated l Additio Worklo 300 h	sment o ible for tion of j ces. (1) 2 among a er of pla by lot as onal inf	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available ormation	in which the course is pplications exceed the ve of their subjects. (2 the same procedure. (e number of avail) Places on all co	urses of the module with a restrie
Assess credita Allocat 15 plac by lot a numbe cated l Additio Worklo 300 h Teachi	sment o ible for tion of j ces. (1) s among a er of pla by lot as bnal inf bad	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available ormation	in which the course is pplications exceed the ve of their subjects. (2 the same procedure. (e number of avail) Places on all co	urses of the module with a restrie
Assess credita Allocat 15 plac by lot a numbe cated l Additio Worklo 300 h Teachi Teachi	sment o ible for tion of j ces. (1) s among a er of pla oy lot as onal inf oad ng cycle	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available ormation	in which the course is pplications exceed the ve of their subjects. (2 the same procedure. (2.	e number of avail) Places on all co 3) A waiting list v	urses of the module with a restric vill be maintained and places re-
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Assess credita Allocat 15 plac by lot a numbe cated l Additio Worklo 300 h Teachi Teachi Teachi Referro Master Master Master	sment o ible for tion of j ees. (1) s among a er of pla by lot as onal inf bad ng cycl ed to in e appea d's degr d's degr	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available ormation e e e: after announcement LPO I (examination reg ars in ee (1 major) Management ee (1 major) Internationate ee (1 major) China Busir	in which the course is oplications exceed the ve of their subjects. (2 the same procedure. (e number of avail) Places on all co 3) A waiting list v degree programn 18) 2019)	urses of the module with a restric vill be maintained and places re-
Assess credita Allocat 15 plac by lot a numbe cated l Additio Worklo 300 h Teachi Teachi Teachi Referro Modul Master Master Master Master	sment o ible for tion of j ees. (1) s among a er of pla by lot as onal inf bad ng cycl ed to in e appea c's degr c's degr c's degr	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available ormation e after announcement LPO I (examination reg urs in ee (1 major) Management ee (1 major) Internationation ee (1 major) China Busir ee (1 major) China Langu	in which the course is oplications exceed the ve of their subjects. (2 the same procedure. (e number of avail) Places on all co (3) A waiting list v degree programn (18) (2019) (219)	urses of the module with a restric vill be maintained and places re-
Assess credita Allocat 15 plac by lot a numbe cated l Additio Worklo 300 h Teachi Teachi Referro Modul Master Master Master Master Master	sment o ible for tion of j ces. (1) : among a er of pla op lot a: onal inf oad ng cycle ed to in e appea r's degr r's degr r's degr r's degr	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available ormation e e: after announcement LPO I (examination reg ars in ee (1 major) Management ee (1 major) Internationate ee (1 major) China Busir ee (1 major) China Busir ee (1 major) China Busir	in which the course is pplications exceed the ve of their subjects. (2 the same procedure. (ulations for teaching- nt (2018) al Economic Policy (20 ness and Economics (2 uage and Economics (2 ness and Economics (2	e number of avail) Places on all co (3) A waiting list v degree programn (18) (2019) (2021)	urses of the module with a restric vill be maintained and places re-
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Assess credita Allocat 15 plac by lot a numbe cated l Additio Worklo 300 h Teachi Teachi Teachi Referra Master Master Master Master Master Master Master Master	sment o ible for tion of J ces. (1) s among a er of pla by lot as onal inf bad ng cycle ed to in e appea d's degr d's degr d's degr d's degr d's degr	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available ormation e e: after announcement LPO I (examination reg ars in ee (1 major) Management ee (1 major) Internationate ee (1 major) China Busir ee (1 major) China Busir ee (1 major) China Busir	in which the course is pplications exceed the ve of their subjects. (2 the same procedure. (e number of avail) Places on all co (3) A waiting list v degree programn (18) (2019) (2021) (2021)	urses of the module with a restric vill be maintained and places re-



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.	page 52 / 309
	data record Master (120 ECTS) Management - 2022	

	e title			-	Abbreviation
Project	t: Selec	ted Topics in Business I	Management and Eco	nomics II	12-M-APS2-182-m01
Modul	e coord	inator		Module offered	by
Dean of the Faculty of Business Management and Econo-			gement and Econo-	1	gement and Economics
mics					
ECTS	CTS Method of grading Only after succ. compl. of module(s)				
10	numerical grade				
Duratio	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conten	nts				
• c • a • c	courses additior courses	erves the purpose of tra taken at other German hal courses offered on a offered by new Chairs t f the respective Chairs w	or non-German univer short-term basis hat are yet to be inclue	sities ded in the FSB (su	ibject-specific provisions) for credit transfer.
Intend	ed lear	ning outcomes			
As a re	sult of	accrediting multiple kine	ds of modules, a desc	ription of acquire	d skills cannot be given.
Course	es (type	, number of weekly cont	act hours, language –	- if other than Ger	man)
S (2)		· · · · · ·			
Metho		sessment (type, scope, l ion on whether module			ination offered — if not every seme
Assess		ssessment: German and ffered: In the semester i bonus		offered	
Assess credita Allocat 15 plac by lot a	tion of j ces. (1)	ffered: In the semester i bonus places Should the number of aj all applicants irrespectiv	n which the course is oplications exceed the ve of their subjects. (2	e number of availa) Places on all co	able places, places will be allocate urses of the module with a restricte ill be maintained and places re-all
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Assess credita Allocat 15 plac by lot a numbe cated k Additic Worklo 300 h	sment o ible for tion of j ces. (1) among er of pla oy lot a onal inf	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available ormation	n which the course is oplications exceed the ve of their subjects. (2) the same procedure. (2)	e number of availa) Places on all co	urses of the module with a restricte
Assess credita Allocat 15 plac by lot a numbe cated b Additic Worklo 300 h Teachi	sment o ible for tion of j ces. (1) among er of pla by lot a: bnal inf bad	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available ormation	n which the course is oplications exceed the ve of their subjects. (2) the same procedure. (2)	e number of availa) Places on all co	urses of the module with a restricte
Assess credita Allocat 15 plac by lot a numbe cated k Additic Worklo 300 h Teachi Teachi	sment o ible for tion of j ces. (1) among er of pla oy lot a onal inf oad ng cycl	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available ormation e e: after announcement	n which the course is oplications exceed the ve of their subjects. (2 the same procedure. (e number of availa) Places on all co 3) A waiting list w	urses of the module with a restricte ill be maintained and places re-all
Assess credita Allocat 15 plac by lot a numbe cated k Additic Worklo 300 h Teachi Teachi	sment o ible for tion of j ces. (1) among er of pla oy lot a onal inf oad ng cycl	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available ormation	n which the course is oplications exceed the ve of their subjects. (2 the same procedure. (e number of availa) Places on all co 3) A waiting list w	urses of the module with a restricte ill be maintained and places re-all
Assess credita Allocat 15 plac by lot a numbe cated b Additic Worklo 300 h Teachi Referre	sment o ible for tion of j ces. (1) among er of pla oy lot a onal inf oad ng cycl	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available ormation e e: after announcement LPO I (examination reg	n which the course is oplications exceed the ve of their subjects. (2 the same procedure. (e number of availa) Places on all co 3) A waiting list w	urses of the module with a restricte ill be maintained and places re-all
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Assess credita Allocat 15 plac by lot a numbe cated b Additic Worklo 300 h Teachi Teachi Referre Modulo Master Master	sment o ible for tion of p ees. (1) among a er of pla by lot a: onal inf bad ng cycle ed to in e appea c's degr	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available ormation ee : after announcement LPO I (examination reg ars in ee (1 major) Management ee (1 major) Internationa	n which the course is oplications exceed the ve of their subjects. (2) the same procedure. (ulations for teaching-out nt (2018) al Economic Policy (20	e number of availa) Places on all co 3) A waiting list w degree programm	urses of the module with a restricte ill be maintained and places re-all
Assess credita Allocat 15 plac by lot a numbe cated b Additic Worklo 300 h Teachi Teachi Referre Modula Master Master Master	sment o ible for tion of pla er of pla by lot a: onal inf bad ng cycle ed to in e appea d's degr d's degr	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available ormation e ars in ee (1 major) Management ee (1 major) Internationa ee (1 major) China Busir	n which the course is oplications exceed the ve of their subjects. (2) the same procedure. (ulations for teaching-on nt (2018) al Economic Policy (20 ness and Economics (2)	e number of availa) Places on all co 3) A waiting list w degree programm 18) 2019)	urses of the module with a restricte ill be maintained and places re-all
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Assess credita Allocat 15 plac by lot a numbe cated b Additic Worklo 300 h Teachi Teachi Referre Master Master Master Master Master	sment o ible for tion of p ces. (1) among a er of pla op lot a onal inf oad ng cycle ed to in e appea r's degr r's degr r's degr r's degr	ffered: In the semester i bonus blaces Should the number of a all applicants irrespectiv ces will be allocated in s they become available ormation e e: after announcement LPO I (examination reg ars in ee (1 major) Management ee (1 major) Internationate ee (1 major) China Busir ee (1 major) China Busir ee (1 major) China Busir	n which the course is oplications exceed the ve of their subjects. (2) the same procedure. (2) ulations for teaching-on nt (2018) al Economic Policy (20 bess and Economics (2) uage and Economics (2)	e number of availa) Places on all co 3) A waiting list w degree programm (18) (2019) (2021)	urses of the module with a restricte ill be maintained and places re-all
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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.	page 54 / 309
	data record Master (120 ECTS) Management - 2022	

	e title				Abbreviation	
Selected Topics in Business Management and Economics			nent and Economics 1		12-M-APW1-161-mo	1
Modul	e coord	inator		Module offered by	l	
Dean of the Faculty of Business Management an			gement and Econo-	· · ·	ty of Management and Economics	
mics	n the ra	culty of busiliess mana				
ECTS Method of grading		od of grading	Only after succ. con	npl. of module(s)		
5 numerical grade			•			
Duration Module level		Module level	Other prerequisites	j		
1 semester graduate						
Conten	nts					
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Intend	ed lear	ning outcomes				
		accrediting multiple kind	ds of modules. a desc	ription of acquired s	kills cannot be giver	1.
		, number of weekly cont				
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. ,		sessment (type, scope, l	if other th	an Corman, avamin	ation offered if not	aver come
		ion on whether module			alion onered — ii not	every serile-
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b) writt c) term Langua Assess credita Allocat	ten exa paper age of a sment o ble for t ion of j	mination (questions cor (approx. 15 to 20 pages) ssessment: German and ffered: In the semester i bonus blaces	cerning mathematica) or presentation (app d/or English	rox. 30 to 45 minute		
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Master's degree (1 major) Information Systems (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Management (2024)
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Master's degree (1 major) Information Systems (2025)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)

Selecte	e title				Abbreviation	
Selected Topics in Business Management and Economic			ement and Economics 2	2	12-M-APW2-161-mo	1
Modul	e coord	inator		Module offered by	L	
Dean of the Faculty of Business Management and Econ			agement and Econo-		nent and Economics	
mics	n the ra	iculty of Dusiness Main				
ECTS	i i		Only after succ. con	npl. of module(s)		
5 numerical grade						
Duration Module level		Other prerequisites				
1 seme	ester	graduate				
Conten	nts					
0 • 6 • 0 •	courses additior courses	taken at other German nal courses offered on a offered by new Chairs	ansferring credits from or non-German univer a short-term basis that are yet to be inclu will ensure that the cou	sities ded in the FSB (subje		15)
Intend	ed lear	ning outcomes				
As a re	sult of	accrediting multiple kin	nds of modules, a desc	ription of acquired s	kills cannot be given	•
Course	es (type	, number of weekly cor	ntact hours, language –	- if other than Germa	n)	
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			language — if other th can be chosen to earn		tion offered — if not	every seme-
credita	sment o able for tion of j	bonus	in which the course is	offered		
Additio	onal inf					
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 Worklo 150 h Teachi Teachi	ng cycl ng cycl	e e: no courses offered	gulations for teaching-	degree programmes)		
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UNIVERSITÄT WÜRZBURG

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

Select	e title				Abbreviation
Selected Topics in Business Management and Economi			nent and Economics 3	}	12-M-APW3-161-m01
Modul	e coord	inator		Module offered by	<u> </u>
Dean of the Faculty of Business Management and Econ			gement and Econo-	Faculty of Management and Economics	
mics	,	active of Business Mana	-		
		Only after succ. con	npl. of module(s)		
5 numerical grade					
Duration Module level		Other prerequisites			
1 seme	ester	graduate			
Conter	nts				
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Intend	ed lear	ning outcomes			
As a re	sult of	accrediting multiple kind	ds of modules, a desc	ription of acquired s	kills cannot be given.
Course	es (type	, number of weekly cont	act hours, language –	- if other than Germa	an)
V (2) +		, , , , , , , , , , , , , , , , , , , ,			·
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d) pres Langua Assess credita	sentationage of a	on (approx. 30 to 45 minussessment: German and ffered: In the semester i bonus	utes) I/or English	offered	
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d) pres Langua Assess credita Allocat Additio Yorklo 150 h Teachi Teachi Referro Modulo Master Master Master Master Master	sentatic age of a sment o ble for tion of p onal inf oad ng cycl ed to in e appea r's degr r's degr r's degr	e e e e e e e e e no courses offered LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business Ma ee (1 major) Internationa ee (1 major) Internationa ee (1 major) China Busin ee (1 major) China Langu	utes) I/or English n which the course is ulations for teaching-out formation Systems (20 anagement (2015) tess and Economics (20 Jage and Economy (20)	degree programmes) 016) 2016)	
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Master's degree (1 major) China Language and Economy (2019)
Master's degree (1 major) China Business and Economics (2021)
Master's degree (1 major) China Language and Economy (2021)
Master's degree (1 major) 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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 60 / 309
	data record Master (120 ECTS) Management - 2022	

Selecte					Abbreviation
Selected Topics in Business Management and Economi			nent and Economics 4	,	12-M-APW4-161-m01
Module	e coord	inator		Module offered by	
Dean of the Faculty of Business Management and Econ			gement and Econo-	Faculty of Management and Economics	
mics	in the re	cutty of Busiliess mana	Sement and Leono	racuty of manager	
ECTS Method of grading		Only after succ. con	npl. of module(s)		
5 numerical grade					
Duration Module level		Other prerequisites			
1 semester graduate -					
Conten	nts				
0 • 6 • 0 •	courses additior courses	erves the purpose of tra taken at other German nal courses offered on a offered by new Chairs the f the respective Chairs w	or non-German univer short-term basis hat are yet to be inclue	ded in the FSB (subj	
Intend	ed lear	ning outcomes			
As a re	sult of	accrediting multiple kind	ds of modules, a desc	ription of acquired s	kills cannot be given.
Course	es (type	, number of weekly cont	act hours, language –	- if other than Germa	an)
V (2) +	Ü (2)				
		sessment (type, scope, l ion on whether module (ition offered — if not every seme
b) writt c) term d) pres Langua	ten exa 1 paper sentatio age of a	mination (approx. 60 to mination (questions cor (approx. 15 to 20 pages) in (approx. 30 to 45 min ssessment: German and	ocerning mathematica) or utes) 1/or English		ox. 120 minutes) or
b) writt c) term d) pres Langua Assess credita	ten exa i paper sentatio age of a sment o ible for	mination (questions cor (approx. 15 to 20 pages) in (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus	ocerning mathematica) or utes) 1/or English		ox. 120 minutes) or
b) writt c) term d) pres Langua Assess credita Allocat	ten exa o paper sentatio age of a sment o oble for tion of p	mination (questions cor (approx. 15 to 20 pages) in (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus	ocerning mathematica) or utes) 1/or English		ox. 120 minutes) or
b) writt c) term d) pres Langua Assess credita Allocat	ten exa o paper sentatio age of a sment o oble for tion of j	mination (questions cor (approx. 15 to 20 pages) on (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus blaces	ocerning mathematica) or utes) 1/or English		ox. 120 minutes) or
b) writt c) term d) pres Langua Assess credita Allocat Additic	ten exa paper sentatio age of a sment o ble for tion of p	mination (questions cor (approx. 15 to 20 pages) on (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus blaces	ocerning mathematica) or utes) 1/or English		ox. 120 minutes) or
b) writt c) term d) pres Langua Assess credita Allocat Additic Worklo	ten exa paper sentatio age of a sment o ble for tion of p	mination (questions cor (approx. 15 to 20 pages) on (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus blaces	ocerning mathematica) or utes) 1/or English		ox. 120 minutes) or
b) writt c) term d) pres Langua Assess credita Allocat Additio Worklo 150 h	ten exa paper sentatio age of a sment o ble for tion of p	mination (questions cor (approx. 15 to 20 pages) in (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus blaces	ocerning mathematica) or utes) 1/or English		ox. 120 minutes) or
b) writt c) term d) pres Langua Assess credita Allocat Additic Worklo 150 h Teachi	ten exa paper sentatio age of a sment o ble for tion of p onal inf pad	mination (questions cor (approx. 15 to 20 pages) in (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus blaces	ocerning mathematica) or utes) 1/or English		ox. 120 minutes) or
b) writt c) term d) pres Langua Assess credita Allocat Additic Worklo 150 h Teachi	ten exa paper sentatio age of a sment o uble for tion of p onal inf pad	mination (questions cor (approx. 15 to 20 pages) in (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus blaces ormation	ocerning mathematica) or utes) d/or English n which the course is	offered	
b) writt c) term d) pres Langua Assess credita Allocat Morklo 150 h Teachi Teachi Referre	ten exa paper sentatio age of a sment o uble for tion of p onal inf pad	mination (questions cor (approx. 15 to 20 pages) in (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus blaces ormation e e: no courses offered LPOI (examination reg	ocerning mathematica) or utes) d/or English n which the course is	offered	
b) writt c) term d) pres Langua Assess credita Allocat Additic Uorklo 150 h Teachi Teachi Referre Modulo	ten exa paper sentatio age of a sment o ble for tion of p onal inf onal inf oad ng cycl ed to in e appea	mination (questions cor (approx. 15 to 20 pages) on (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus olaces ormation e e: no courses offered LPO I (examination reg	ucerning mathematica) or utes) d/or English n which the course is 	offered degree programmes)	
b) writt c) term d) pres Langua Assess credita Allocat Modultic Teachi Teachi Referre Master Master	ten exa paper sentatio age of a sment o uble for tion of p onal inf oad ng cycle ed to in e appea	mination (questions cor (approx. 15 to 20 pages) in (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus blaces ormation e e e: no courses offered LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business M	formation Systems (20	offered degree programmes)	
b) writt c) term d) pres Langua Assess credita Allocat Morklo 150 h Teachi Teachi Teachi Referre Master Master Master	ten exa paper sentatio age of a sment o uble for tion of p onal inf onal inf oad ng cycle ed to in e appea d's degr d's degr	mination (questions cor (approx. 15 to 20 pages) on (approx. 30 to 45 mini- ssessment: German and ffered: In the semester i bonus olaces ormation e c e c e c e c e c e c e c e c e c e c	formation Systems (20 anagement (2015) hess and Economics (20	offered degree programmes) 016)	
b) writt c) term d) pres Langua Assess credita Allocat Modulio Teachi Teachi Referre Master Master Master Master	ten exa paper sentatio age of a sment o ble for tion of p onal inf onal inf onal inf oad ng cycl ed to in e appea r's degr r's degr	mination (questions cor (approx. 15 to 20 pages) on (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus olaces ormation e e e: no courses offered LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business M ee (1 major) China Busir ee (1 major) Internationa	formation Systems (20 anagement (2015) ess and Economics (20 al Economic Policy (20	offered degree programmes) 016) 2016)	
b) writt c) term d) pres Langua Assess credita Allocat Worklo 150 h Teachi Teachi Referro Master Master Master Master Master	ten exa paper sentatio age of a sment o ble for tion of p onal inf oad ng cycle ed to in e appea d's degr d's degr d's degr	mination (questions cor (approx. 15 to 20 pages) on (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus olaces ormation ee : no courses offered LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business M ee (1 major) China Busir ee (1 major) Internationa ee (1 major) China Langu	formation Systems (20 anagement (2015) hess and Economics (20 anage and Economy (20 anage and Economy (20	offered degree programmes) 016) 2016)	
b) writt c) term d) pres Langua Assess credita Allocat Worklo 150 h Teachi Teachi Referre Master Master Master Master Master Master	ten exa paper sentatio age of a sment o uble for tion of p onal inf oad ng cycle ed to in e appea r's degr r's degr r's degr r's degr	mination (questions cor (approx. 15 to 20 pages) on (approx. 30 to 45 mini- ssessment: German and ffered: In the semester i bonus blaces ormation e e e: no courses offered LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business M ee (1 major) China Busir ee (1 major) Internationa ee (1 major) China Langu ee (1 major) Managemen	formation Systems (20 anagement (2015) hess and Economics (20 anage and Economy (20)	offered degree programmes) 016) 2016)	
b) writt c) term d) pres Langua Assess credita Allocat Worklo 150 h Teachi Teachi Teachi Teachi Master Master Master Master Master Master Master Master	ten exa paper sentatio age of a sment o uble for tion of p onal inf onal inf oad ng cycle ed to in e appea r's degr r's degr r's degr r's degr r's degr	mination (questions cor (approx. 15 to 20 pages) on (approx. 30 to 45 min ssessment: German and ffered: In the semester i bonus olaces ormation ee : no courses offered LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business M ee (1 major) China Busir ee (1 major) Internationa ee (1 major) China Langu	formation Systems (20 anagement (2015) hess and Economics (20 al Economic Policy (20) al Economic Policy (20)	offered degree programmes) 016) 2016) 15) 016)	

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 62 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title				Abbreviation
Semina	ar: Stra	tegic Incentive Design			12-M-ATC-222-m01
Module coordinator				Module offered by	
holder	ofthe	Chair for Economics, Con	tract Theory and In-		nent and Economics
	r	nomics			
			Only after succ. con	npl. of module(s)	
10 numerical grade		 Other prerequisites			
DurationModule level1 semestergraduate		Other prerequisites			
Conten		Sidduite			
theory, helpful	contra , the co	ct theory or behavioral e	conomics. As a solid	understanding of the	ally with a focus on decision e corresponding basics will be ted the classes "Advanced Micoo
Intend	ed lear	ning outcomes			
• r • c • r • c	eading ritically elating onveyi	ing the course students we and understanding theo y analyzing and discussing the results of different re ng their insights both ve , number of weekly conta	retical or experiment ng the results of rese esearch articles to ea rbally and in writing i	al research articles, arch articles, ch other, n accordance with co	ommon scientific standards.
S (2)	s (type	, number of weekly conta	act nours, language –		111)
	e taugh	t in: English			
		s essment (type, scope, la ion on whether module c			ation offered — if not every seme
		o to 25 pages) and prese ssessment: English	entation (approx. 20 n	ninutes) (weighted 2	:1)
Allocat	ion of	places			
among (2) Plac re.	uld the all app ces on	olicants irrespective of th	eir subjects. e with a restricted nur	nber of places will b	laces will be allocated by lot e allocated in the same procedu ne available.
		ormation			
Worklo	ad				
300 h					
Teachi	ng cycl	e			
		e: each semester			
Referre	ed to in	LPO I (examination regu	ulations for teaching-	degree programmes)	
		Ŭ			
Module	e appea	ars in			
		ee (1 major) Internationa)	
			l Economic Policy (20	(22)	
	-	ee (1 major) Managemen ee (1 major) Economathe	it (2022)	122)	

Module title Abbreviation				
Topics in Data Science 2 12-M-ATDS-222-mo1				
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 we flow from data collection to data preparation to modeling, evaluation and deployment. By following a top-dow teaching approach, students are enabled to apply complex machine learning models from the beginning.				
Intended learning outcomes				
 As part of the course work, students will acquire knowledge and skills in the following areas: 1. Becoming familiar with the principles and frameworks in the research area of Data Science. 2. Apply machine learning and deep learning frameworks to structured and unstructured data 3. Design, implementation and evaluation of key algorithms within an end-to-end workflow in the field of Data Science 4. Application of Jupyter notebooks and their infrastructure (collection, storage, retrieval, and analysis of data 5. Understanding of a data-driven & analytical approach to decision problems 				
Courses (type, number of weekly contact hours, language — if other than German)				
V (2) + Ü (2) Module taught in: English				
Method of assessment (type, scope, language — if other than German, examination offered — if not every sen ster, information on whether module can be chosen to earn a bonus)				
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: in the semester in which the course is offered creditable for bonus				
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) Management (2022) Master's degree (1 major) Economathematics (2022)				

Module	e title				Abbreviation
Topics	in Fina	ncial Accounting			12-M-ATER-221-m01
Module	e coord	linator		Module offered by	
holder ting	ofthe	Chair of Business Manage	ement and Accoun-	Faculty of Managen	nent and Economics
ECTS	Meth	od of grading	Only after succ. con	pl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	nts				
This is	a place	eholder module for the re	cognition of courses	in financial accounti	ng.
Intend	ed lear	ning outcomes			
This is	a place	eholder module for the re	cognition of courses	in financial accounti	ng.
		, number of weekly conta	-		
V (2) +					
Metho	d of as	sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-
credita Allocat					
Additio	onal inf	ormation			
Worklo	had				
150 h					
Teachi	ng cvcl	e			
		e: after announcement			
		LPO I (examination regu	lations for teaching.	legree programmes)	
Kelent					
Module	e anne:	ars in			
		ree (1 major) Management	(2018)		
	-	ree (1 major) Management			
	-	ree (1 major) Management			
Master	's degr	ee (1 major) International	Economic Policy (20	25)	
	-	ree (1 major) Management			
	-	ee (1 major) China Busine		-	
waster	s degr	ee (1 major) China Langu	age and Economy (20)25)	

Module					Abbreviation
Interna	tional	Economics 1			12-M-ATIÖ1-222-m01
Module	e coord	inator		Module offered by	
Dean o mics	f the Fa	iculty of Business Manag	ement and Econo-	Faculty of Managem	nent and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
10	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
<u>Conten</u>	<u>t</u>				
de, and stems;	d Cities Global	; Outsourcing, Offshoring	and Multinational Fi	irms; Competition of	zation and Inequality; Tasks, Tra- Locations, Jurisdictions and Sy- r Markets; Triumph of the City]
<u>Literatı</u>					
		articles and/or monogra	phs.		
		ning outcomes			
learn a	nd app and re	ly research methods. The search both in written an	seminar style of the	course teaches then	ent research questions and to n to present their own seminar itically analyze and discuss the
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
S (2)					
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-
		oprox. 15 pages) and pres ssessment: German and		o minutes) with thesi	s paper (1 page) (weighted 3:1)
Allocat	ion of p	olaces			
among	uld the all app	licants irrespective of the	eir subjects.	• • •	laces will be allocated by lot e allocated in the same procedu-
(3) A w	aiting li	ist will be maintained and	d places re-allocated	by lot as they becom	ne available.
Additio	nal inf	ormation			
Worklo	ad				
300 h					
Teachi	ng cycl	e			
Teachi	ng cycle	e: no courses offered			
Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)	
Module	e appea	nrs in			
	-	ee (1 major) International		22)	
Master	's degr	ee (1 major) Managemen	t (2022)		

Master's with 1 ma	jor Management	(2022)
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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.	page 67 / 309
	data record Master (120 ECTS) Management - 2022	

Module					Abbreviation
Interna	tional	Economics 2			12-M-ATIÖ2-222-m01
Module	e coord	inator		Module offered by	
Dean o mics	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Managem	nent and Economics
ECTS		od of grading	Only after succ. con	npl. of module(s)	
10	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme		graduate			
Conten					
de, and	topics l Cities Global	; Outsourcing, Offshoring	g and Multinational Fi	rms; Competition of	zation and Inequality; Tasks, Tra- Locations, Jurisdictions and Sy- r Markets; Triumph of the City]
		articles and/or monogra	phs.		
		ning outcomes	1		
learn a	nd app and re	ly research methods. The search both in written an	seminar style of the	course teaches then	ent research questions and to n to present their own seminar itically analyze and discuss the
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
S (2)					
ster, in	formati	on on whether module ca	an be chosen to earn	a bonus)	tion offered — if not every seme-
		oprox. 15 pages) and pressessment: German and,		o minutes) with thesis	s paper (1 page) (weighted 3:1)
Allocat	ion of p	olaces			
among	uld the all app	licants irrespective of the	eir subjects.		laces will be allocated by lot e allocated in the same procedu-
		st will be maintained and	d places re-allocated	by lot as they becom	ne available.
Additio	nal inf	ormation			
Worklo	ad				
300 h					
Teachi	ng cycl	e			
Teachi	ng cycle	e: no courses offered			
Referre	d to in	LPOI (examination regu	lations for teaching-	degree programmes)	
Module	e appea	irs in			
	-	ee (1 major) International ee (1 major) Managemen	•	22)	



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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 69 / 309
	data record Master (120 ECTS) Management - 2022	

Module					Abbreviation	
Interna	tional	Economics 3			12-M-ATIÖ3-222-mo	01
Module	e coord	inator		Module offered by	<u> </u>	
Dean o	f the Fa	aculty of Business Mana	gement and Econo-	· · ·	nent and Economics	
mics		-	-			
ECTS		od of grading	Only after succ. con	npl. of module(s)		
10		rical grade				
Duratio		Module level graduate	Other prerequisites			
Conten		Sidduite	1			
Conten						
Current de, and	t topics I Cities Global	in international econor ; Outsourcing, Offshorir ization and the Environ	ng and Multinational F	irms; Competition of	Locations, Jurisdicti	ons and Sy-
Peer-re	viewed	articles and/or monog	raphs.			
Intende	ed lear	ning outcomes				
learn a	nd app and re	Irrent cutting-edge resea ly research methods. Th search both in written a peers.	ne seminar style of the	course teaches ther	n to present their ow	n seminar
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
S (2)						
		sessment (type, scope, ion on whether module			tion offered — if not	every seme-
		pprox. 15 pages) and pr ssessment: German an		o minutes) with thesi	s paper (1 page) (we	ighted 3:1)
Allocat	ion of _l	olaces				
among	uld the all app	number of applications olicants irrespective of t all courses of the modu	heir subjects.			
	aitingl	ist will be maintained a	nd places re-allocated	by lot as they becon	ne available.	
Additio	nal inf	ormation				
Worklo	ad					
300 h						
Teachi	ng cycl	e				
Teachir	ng cycle	e: no courses offered				
Referre	d to in	LPOI (examination reg	gulations for teaching-	degree programmes)		
Module	e appea	ars in				
	-	ee (1 major) Internation		022)		
Master	's degr	ee (1 major) Manageme	nt (2022)			
Master's wi	ith 1 majo	r Management (2022)		g • generated 19-Apr-2025 • e Naster (120 ECTS) Manageme	-	page 70 / 309



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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 71 / 309
	data record Master (120 ECTS) Management - 2022	

Topics	e title				Abbreviation	
	in Bus	iness Information Syste	ms 1		12-M-ATW1-161-mo	1
Module	e coord	linator		Module offered by	<u> </u>	
		aculty of Business Mana	gement and Econo-		nent and Economics	
mics	n the ra	acuity of Dusiness Mana;				•
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	i		
1 seme	ester	graduate				
Conten	nts					
• c • a • c	courses addition courses	serves the purpose of tra taken at other German of nal courses offered on a offered by new Chairs th f the respective Chairs w	or non-German univer short-term basis nat are yet to be inclu	sities ded in the FSB (subje		ns)
Intend	ed lear	ning outcomes				
As a re	sult of	accrediting multiple kind	ds of modules, a desc	ription of acquired s	kills cannot be giver	ı
Course	es (type	, number of weekly cont	act hours, language –	- if other than Germa	in)	
V (2) +	• •					
Course	e type: a	alternatively S instead of	² V + Ü			
		sessment (type, scope, l ion on whether module o			tion offered — if not	every seme-
c) oral approx	examir k. 30 mi	nation (one candidate ea inutes)	ch: approx. 10 to 15 m	(approx. 20 pages); (ninutes; groups of 2:		; groups of 3
c) oral approx Langua credita	examir k. 30 mi age of a ible for	nation (one candidate ea nutes) ssessment: German and bonus	ch: approx. 10 to 15 m			; groups of 3
c) oral approx Langua	examir k. 30 mi age of a ible for	nation (one candidate ea nutes) ssessment: German and bonus	ch: approx. 10 to 15 m			; groups of 3
c) oral approx Langua credita	examir k. 30 mi age of a ible for	nation (one candidate ea nutes) ssessment: German and bonus	ch: approx. 10 to 15 m			; groups of 3
c) oral approx Langua credita Allocat	examir c. 30 mi age of a ble for t ion of [nation (one candidate ea nutes) ssessment: German and bonus	ch: approx. 10 to 15 m			; groups of 3
c) oral approx Langua credita Allocat	examir c. 30 mi age of a ble for t ion of [nation (one candidate ea nutes) assessment: German and bonus places	ch: approx. 10 to 15 m			; groups of 3
c) oral approx Langua credita Allocat	examir age of a ble for tion of p	nation (one candidate ea nutes) assessment: German and bonus places	ch: approx. 10 to 15 m			; groups of 3
c) oral approx Langua credita Allocat Additio Worklo	examir age of a ble for tion of p	nation (one candidate ea nutes) assessment: German and bonus places	ch: approx. 10 to 15 m			; groups of 3
c) oral approx Langua credita Allocat Additic	examir age of a ble for tion of p onal inf	nation (one candidate ea inutes) issessment: German and bonus places	ch: approx. 10 to 15 m			; groups of 3
c) oral approx Langua credita Allocat Additio Worklo 150 h Teachin	examir 30 mi age of a ble for tion of p bnal inf bad	nation (one candidate ea inutes) issessment: German and bonus places	ch: approx. 10 to 15 m			; groups of 3
c) oral approx Langua credita Allocat Additic 150 h Teachin Teachin	examir age of a ble for tion of p onal inf oad	e	ch: approx. 10 to 15 m	ninutes; groups of 2:	approx. 20 minutes	; groups of 3
c) oral approx Langua credita Allocat Morklo 150 h Teachin	examir age of a ble for tion of p onal inf oad	e e after announcement	ch: approx. 10 to 15 m	ninutes; groups of 2:	approx. 20 minutes	; groups of 3
c) oral approx Langua credita Allocat Morklo 150 h Teachin	examir age of a age of a ble for tion of ponal inf ponal inf poad ng cycl ed to in	aation (one candidate ea inutes) assessment: German and bonus places formation e e e: after announcement LPO I (examination reg	ch: approx. 10 to 15 m	ninutes; groups of 2:	approx. 20 minutes	; groups of 3
c) oral approx Langua credita Allocat Worklo 150 h Teachin Teachin Referre Modulo	examir x. 30 mi age of a ble for tion of p onal inf pad ng cycl ad to in e appea	aation (one candidate ea inutes) assessment: German and bonus places formation e e e: after announcement LPO I (examination reg	ch: approx. 10 to 15 m I/or English	degree programmes)	approx. 20 minutes	; groups of 3
c) oral approx Langua credita Allocat Additic Worklo 150 h Teachin Teachin Referre Modulo	examir x. 30 mi age of a ble for tion of p onal inf oad ng cycl ed to in e appea r's degr	e e e e after announcement LPO I (examination reg	ch: approx. 10 to 15 m l/or English ulations for teaching-o formation Systems (20	degree programmes)	approx. 20 minutes	; groups of 3
c) oral approx Langua credita Allocat Additic Yorklo 150 h Teachin Teachin Referre Module Master Master Master	examir age of a age of a ble for tion of ponal inf poad ng cycl ad to in e appea r's degr r's degr	ation (one candidate ea nutes) assessment: German and bonus places formation e e e: after announcement LPO I (examination regu ars in ee (1 major) Business In ee (1 major) Business Ma ee (1 major) China Busin	ch: approx. 10 to 15 m l/or English ulations for teaching- formation Systems (20 anagement (2015) ess and Economics (20	degree programmes) 016) 2016)	approx. 20 minutes	; groups of 3
c) oral approx Langua credita Allocat Worklo 150 h Teachin Teachin Referre Modulo Master Master Master	examir age of a age of a age of a age of a lble for tion of pnal inf pad ng cycl ad ng cycl ed to in e appea r's degr r's degr r's degr	ation (one candidate ea inutes) assessment: German and bonus places formation e e e: after announcement LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) China Busin	ch: approx. 10 to 15 m l/or English ulations for teaching- formation Systems (20 anagement (2015) ress and Economics (20 age and Economy (20	degree programmes) 016) 2016)	approx. 20 minutes	; groups of 3
c) oral approx Langua credita Allocat Moditic Worklo 150 h Teachin Teachin Referre Modulo Master Master Master Master Master	examir x. 30 mi age of a ble for tion of p onal inf onal inf oad ng cycl ed to in e appea r's degr r's degr r's degr	ation (one candidate ea inutes) assessment: German and bonus places formation e e e: after announcement LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Busin ee (1 major) Managemer	ch: approx. 10 to 15 m l/or English ulations for teaching- formation Systems (24 anagement (2015) less and Economics (2 lage and Economy (20 tt (2018)	degree programmes) 016) 2016)	approx. 20 minutes	; groups of 3
c) oral approx Langua credita Allocat Worklo 150 h Teachin Teachin Teachin Referre Module Master Master Master Master Master Master	examir age of a age of a ble for tion of poal inf poal inf poad ng cycl ed to in e appea r's degr r's degr r's degr r's degr	aation (one candidate ea nutes) assessment: German and bonus places formation ee after announcement LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business In ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Langu ee (1 major) Internationa	ch: approx. 10 to 15 m l/or English ulations for teaching- formation Systems (20 anagement (2015) less and Economics (20 lage and Economy (20 lage and Economy (20 lage and Economy (20) l Economic Policy (20)	degree programmes) 016) 2016) 018)	approx. 20 minutes	; groups of 3
c) oral approx Langua credita Allocat Modulic 150 h Teachin Teachin Teachin Referre Module Master Master Master Master Master Master Master	examir age of a age of a ble for tion of p onal inf oad ng cycl ad to in e appea r's degr r's degr r's degr r's degr r's degr r's degr	ation (one candidate ea inutes) assessment: German and bonus places formation e e e: after announcement LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Busin ee (1 major) Managemer	ch: approx. 10 to 15 m l/or English ulations for teaching- formation Systems (20 anagement (2015) ess and Economics (20 uage and Economy (20 tl (2018) il Economic Policy (20 ess and Economics (20)	degree programmes) 016) 2016) 018) 2019)	approx. 20 minutes	; groups of 3

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)

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Topics	<u>e title</u>				Abbreviation	
	in Bus	iness Information System	ms 2		12-M-ATW2-161-mo	1
Modul	e coord	inator		Module offered by		
		aculty of Business Mana	gement and Econo	Faculty of Management and Economics		
mics	n the Fa	culty of busiliess maila	gement and Econo-	Faculty of Managen		
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	;		
1 seme	ester	graduate				
Conten	nts					
• c • a • c The ho	courses addition courses lders o	erves the purpose of tra taken at other German o nal courses offered on a offered by new Chairs th f the respective Chairs w	or non-German univer short-term basis hat are yet to be inclu	sities ded in the FSB (subj		ns)
Intend	ed lear	ning outcomes				
As a re	sult of	accrediting multiple kind	ds of modules, a desc	ription of acquired s	kills cannot be given	l .
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)	
V (2) +	• •					
Course	type: a	alternatively S instead of	⁵ V + Ü			
		sessment (type, scope, l ion on whether module o			tion offered — if not	every seme-
approx	. 30 mi		ch: approx. 10 to 15 m		weighted 1:2) or approx. 20 minutes;	; groups of 3
approx	. 30 mi age of a	nutes) ssessment: German and	ch: approx. 10 to 15 m			; groups of 3
approx Langua	age of a ble for	nutes) ssessment: German and bonus	ch: approx. 10 to 15 m			; groups of 3
approx Langua credita	age of a ble for	nutes) ssessment: German and bonus	ch: approx. 10 to 15 m			; groups of 3
approx Langua credita Allocat	age of a ble for t ion of	nutes) ssessment: German and bonus	ch: approx. 10 to 15 m			; groups of 3
approx Langua credita Allocat	age of a ble for t ion of	nutes) issessment: German and bonus places	ch: approx. 10 to 15 m			; groups of 3
approx Langua credita Allocat	age of a ble for tion of p	nutes) issessment: German and bonus places	ch: approx. 10 to 15 m			; groups of 3
approx Langua credita Allocat Additic Worklo	age of a ble for tion of p	nutes) issessment: German and bonus places	ch: approx. 10 to 15 m			; groups of 3
approx Langua credita Allocat Additic	x. 30 mi age of a ble for tion of p onal inf	nutes) issessment: German and bonus places ormation	ch: approx. 10 to 15 m			; groups of 3
approx Langua credita Allocat Additic Worklo 150 h Teachin	x. 30 mi age of a ble for tion of ponal inf pad	nutes) issessment: German and bonus places ormation	ch: approx. 10 to 15 m			; groups of 3
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approx Langua credita Allocat Additic Worklo 150 h Teachin	x. 30 mi age of a ble for tion of p onal inf pad	nutes) issessment: German and bonus places ormation e e: after announcement	ch: approx. 10 to 15 m	ninutes; groups of 2:	approx. 20 minutes	; groups of 3
approx Langua credita Allocat Morklo 150 h Teachin Teachin Referre	x. 30 mi age of a ble for tion of pnal inf pad ng cycl ad to in	nutes) issessment: German and bonus places ormation e e e: after announcement LPO I (examination reg	ch: approx. 10 to 15 m	ninutes; groups of 2:	approx. 20 minutes	; groups of 3
approx Langua credita Allocat Morklo 150 h Teachin Referre Modulo	age of a age of a ble for tion of pnal inf pad ng cycl ad to in e appea	nutes) ssessment: German and bonus places ormation e e: after announcement LPO I (examination reg	ch: approx. 10 to 15 m I/or English ulations for teaching-	degree programmes)	approx. 20 minutes	; groups of 3
approx Langua credita Allocat Worklo 150 h Teachin Referre Module Master	age of a age of a ble for tion of p onal inf onal inf onal of onal inf onal of onal inf onal info onal info info onal info onal info info onal info onal info info info info info info info info	nutes) issessment: German and bonus places ormation e e e: after announcement LPO I (examination reg	ch: approx. 10 to 15 m l/or English ulations for teaching-o formation Systems (20	degree programmes)	approx. 20 minutes	; groups of 3
approx Langua credita Allocat Morklo 150 h Teachin Teachin Referre Module Master Master	age of a age of a ble for tion of p onal inf onal inf oad ng cycl ed to in e appea d's degr	nutes) ssessment: German and bonus places ormation e: after announcement LPO I (examination reg ars in ee (1 major) Business In	ch: approx. 10 to 15 m d/or English ulations for teaching-o formation Systems (20 anagement (2015)	degree programmes)	approx. 20 minutes	; groups of 3
approx Langua credita Allocat Morklo 150 h Teachin Teachin Referre Module Master Master Master	A. 30 mi age of a ble for tion of onal inf oad ng cycl ed to in e appea d's degr d's degr	nutes) issessment: German and bonus places ormation e e e: after announcement LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business Ma	ch: approx. 10 to 15 m l/or English ulations for teaching- formation Systems (20 anagement (2015) ress and Economics (20	degree programmes) 016) 2016)	approx. 20 minutes	; groups of 3
approx Langua credita Allocat Moditic Worklo 150 h Teachin Teachin Referre Module Master Master Master Master Master	A: 30 mi age of a ble for tion of p onal inf onal inf ona	nutes) ssessment: German and bonus places ormation e e e: after announcement LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Langu ee (1 major) Managemer	ch: approx. 10 to 15 m l/or English ulations for teaching- formation Systems (24 anagement (2015) less and Economics (2 lage and Economy (20 ht (2018)	degree programmes) 016) 2016)	approx. 20 minutes	; groups of 3
approx Langua credita Allocat Moditio 150 h Teachin Teachin Teachin Teachin Master Master Master Master Master Master Master	A: 30 mi age of a ble for tion of onal inf oad ng cycl ed to in e appea d's degr d's degr d's degr d's degr	nutes) issessment: German and bonus places ormation e e e: after announcement LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business In ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Langu ee (1 major) Internationa	ch: approx. 10 to 15 m d/or English ulations for teaching- formation Systems (20 anagement (2015) tess and Economics (20 uage and Economy (20 th (2018) al Economic Policy (20	degree programmes) 016) 2016) 018)	approx. 20 minutes	; groups of 3
approx Langua credita Allocat Modulia 150 h Teachin Teachin Teachin Referre Modula Master Master Master Master Master Master Master Master	A. 30 mi age of a ble for tion of onal inf oad ng cycl ad to in e appea d's degr d's degr d's degr d's degr d's degr	nutes) ssessment: German and bonus places ormation e e e: after announcement LPO I (examination reg ars in ee (1 major) Business In ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Langu ee (1 major) Managemer	ch: approx. 10 to 15 m d/or English ulations for teaching- formation Systems (20 anagement (2015) uess and Economics (20 uage and Economy (20 ht (2018) al Economic Policy (20 uess and Economics (20)	degree programmes) 016) 2016) 018) 2019)	approx. 20 minutes	; groups of 3

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)

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Advanc	e title				Abbreviation	
	ed Ser	ninar: Selected Aspects	of Managerial Accou	nting	12-M-AUAS-182-mo	1
Module	e coord	inator		Module offered by	1	
holder	of the (Chair of Business Manag	ement, Controlling	Faculty of Management and Economics		
and Ac		-				
ECTS Method of grading Only after succ. compl. of module(s)						
10 numerical grade						
Duratio	on	Module level	Other prerequisites	5		
1 seme	ster	graduate				
Conten	ts		1			
In this (course aper a	, students will acquire in nd to present the results				
Intende	ed lear	ning outcomes				
al acco unders sults in	unting tand its ito scie	on of the seminar, stude at a scientific level. They s contents as well as app ntific papers and, buildi	/ are able to conduct bly further scientific n ng on this, independe	scientific literature r nethods to answer qu ently prepare presen	esearch in a targeted uestions, integrate a tations and lectures.	l manner and cquired re-
	s (type	, number of weekly cont	act hours, language -	– if other than Germa	an)	
S (2)						
		sessment (type, scope, la ion on whether module o			ition offered — if not	every seme-
credita Allocat	ble for ion of j	places				
∠u µiat		Should the number of a	oplications exceed th	e number of availab	le places, places will	be allocated
by lot a numbe	mong r of pla	Should the number of a all applicants irrespectiv ces will be allocated in t s they become available.	e of their subjects. (2 he same procedure.	2) Places on all cours	es of the module wit	h a restricted
by lot a numbe cated b	imong r of pla by lot a	all applicants irrespectiv ces will be allocated in t	e of their subjects. (2 he same procedure.	2) Places on all cours	es of the module wit	h a restricted
by lot a numbe cated b	imong r of pla by lot a	all applicants irrespectiv ces will be allocated in t s they become available	e of their subjects. (2 he same procedure.	2) Places on all cours	es of the module wit	h a restricted
by lot a numbe cated b	imong r of pla by lot a mal inf	all applicants irrespectiv ces will be allocated in t s they become available	e of their subjects. (2 he same procedure.	2) Places on all cours	es of the module wit	h a restricted
by lot a numbe cated b Additio Worklo	imong r of pla by lot a mal inf	all applicants irrespectiv ces will be allocated in t s they become available	e of their subjects. (2 he same procedure.	2) Places on all cours	es of the module wit	h a restricted
by lot a numbe cated b Additio Worklo 300 h	mong r of pla by lot a mal inf	all applicants irrespectiv ices will be allocated in t s they become available. ormation	e of their subjects. (2 he same procedure.	2) Places on all cours	es of the module wit	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin	imong r of pla oy lot a: onal inf oad	all applicants irrespectiv ices will be allocated in t s they become available ormation	e of their subjects. (2 he same procedure.	2) Places on all cours	es of the module wit	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin	imong r of pla oy lot as onal inf oad ng cycl	all applicants irrespectiv ices will be allocated in t s they become available ormation e e: each semester	e of their subjects. (2 he same procedure.	2) Places on all cours (3) A waiting list will	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin	imong r of pla oy lot as onal inf oad ng cycl	all applicants irrespectiv ices will be allocated in t s they become available ormation	e of their subjects. (2 he same procedure.	2) Places on all cours (3) A waiting list will	es of the module wit be maintained and p	h a restrictec
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module	among r of pla oy lot a onal inf oad ng cycl ed to in e appea	all applicants irrespectiv ices will be allocated in t s they become available ormation e e: each semester LPOI (examination regu	e of their subjects. (2 he same procedure.	2) Places on all cours (3) A waiting list will	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module	imong i r of pla oy lot a: onal inf oad ng cycli ed to in e appea 's degr	all applicants irrespective ices will be allocated in t is they become available formation e e e: each semester LPO I (examination regunation ee (1 major) Managemer	e of their subjects. (2 he same procedure.	2) Places on all cours (3) A waiting list will degree programmes)	es of the module wit be maintained and p	h a restricted
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by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Teachir Referre Module Master Master Master	imong i r of pla oy lot a: onal inf ad ad ad ag cycli ed to in e appea 's degr 's degr 's degr	all applicants irrespectiv ices will be allocated in t s they become available ormation e e: each semester LPO I (examination regu ars in ee (1 major) Managemer ee (1 major) Internationa ee (1 major) China Busin	e of their subjects. (2 he same procedure.	 Places on all cours (3) A waiting list will degree programmes) 018) 2019) 	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Teachin Referre Module Master Master Master Master	among i r of pla oy lot a: onal inf ad ad ad ag cycl ed to in 's degr 's degr 's degr 's degr	all applicants irrespective aces will be allocated in t s they become available ormation e e e: each semester LPO I (examination regures) ars in ee (1 major) Managemer ee (1 major) Internationa ee (1 major) China Busin ee (1 major) China Langu	e of their subjects. (2 he same procedure.) ulations for teaching- it (2018) Il Economic Policy (20 ess and Economics (20 lage and Economy (20)	 Places on all cours (3) A waiting list will degree programmes) (3) (3) (3) (4) (3) (4) (5) (5) (5) (6) (7) (7)	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Master Master Master Master Master	imong i r of pla oy lot a: onal inf onal cycle onal inf onal info is degr 's degr 's degr 's degr	all applicants irrespective ices will be allocated in t is they become available formation e e e: each semester LPO I (examination regu ars in ee (1 major) Managemer ee (1 major) Internationa ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Busin	e of their subjects. (2 he same procedure.) ulations for teaching- it (2018) I Economic Policy (20 ess and Economics (20 ess and Economics (20 ess and Economics (20)	 Places on all cours (3) A waiting list will (4) A waiting list will (5) A waiting list will (6) A waiting list will (7) A waiting list will (8) A waiting list will (9) A waiting list will (9) A waiting list will (9) A waiting list will (10) A w	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Master Master Master Master Master Master	among i r of pla oy lot as onal inf ad ad ad ad ad ad ad ad ad ad ad ad ad	all applicants irrespectiv ices will be allocated in t s they become available ormation e e e: each semester LPO I (examination regu ars in ee (1 major) Managemer ee (1 major) Internationa ee (1 major) Internationa ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Langu	e of their subjects. (2 he same procedure. (2) ulations for teaching- at (2018) Il Economic Policy (20 ess and Economics (20 ess and Economics (20 ess and Economics (20 ess and Economics (20) ess and Economics (20)	 Places on all cours (3) A waiting list will (4) A waiting list will (5) A waiting list will (6) A waiting list will (7) A waiting list will (8) A waiting list will (9) A waiting list will (9) A waiting list will (9) A waiting list will (10) A w	es of the module wit be maintained and p	h a restricted
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Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

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Modul	e title				Abbreviation	
Selecte	ed Topi	cs in Business Informat	ion Systems 1	-	12-M-AWI1-161-m01	
Modul	e coord	inator		Module offered by		
Dean of the Faculty of Business Management and Economics		gement and Econo-	Faculty of Management and Economics			
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade		• • • • •		
Duratio	on	Module level	Other prerequisites	;		
1 seme	ester	graduate				
Conten	nts					
0 • 6 • 0 •	courses additior courses	erves the purpose of tra taken at other German al courses offered on a offered by new Chairs t the respective Chairs v	or non-German univer short-term basis hat are yet to be inclu	sities ded in the FSB (subje		ns)
Intend	ed learı	ning outcomes				
As a re	sult of a	accrediting multiple kin	ds of modules, a desc	ription of acquired s	kills cannot be given	
		, number of weekly cont		• •		
V (2) +			, , , , , , , , , , , , , , , , , , , ,			
• • •		lternatively S instead o	fV+Ü			
		essment (type, scope, on on whether module			tion offered — if not	every seme-
e) entii Langua	rely or p	nutes) or artly computerised writ ssessment: German an bonus		rox. 60 minutes)		
Allocat	tion of p	olaces				
Additic	onal inf	ormation				
Worklo						
150 h						
-	ngenel	•				
	ng cycl					
leachi	ng cycle					
		e: no courses offered				
		e: no courses offered LPOI (examination reg	ulations for teaching-	degree programmes)		
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
Referre	ed to in e appea	LPOI (examination reg				
Referre Module Master	ed to in e appea r's degre	LPOI (examination reg I rs in ee (1 major) Business In	formation Systems (20			
Referre Module Master Master	ed to in e appea r's degro	LPOI (examination reg	formation Systems (20 anagement (2015)	016)		
Referre Module Master Master Master	ed to in e appea r's degro r's degro r's degro	LPOI (examination reg Irs in ee (1 major) Business In ee (1 major) Business M	formation Systems (20 anagement (2015) 1955 and Economics (2	016) 2016)		
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Referre Module Master Master Master Master Master	ed to in e appea r's degro r's degro r's degro r's degro r's degro r's degro	LPOI (examination reg ars in ee (1 major) Business In ee (1 major) Business M ee (1 major) China Busin ee (1 major) Internation ee (1 major) China Lang ee (1 major) Manageme	formation Systems (24 anagement (2015) ness and Economics (26 al Economic Policy (26 uage and Economy (26 nt (2018)	016) 2016) 015) 016)		
Referre Modula Master Master Master Master Master Master	ed to in e appea r's degre r's degre r's degre r's degre r's degre r's degre r's degre	LPOI (examination reg ars in ee (1 major) Business In ee (1 major) Business M ee (1 major) China Busin ee (1 major) Internation ee (1 major) China Lang	formation Systems (24 anagement (2015) ness and Economics (2 al Economic Policy (20 Jage and Economy (20 nt (2018) al Economic Policy (20	016) 2016) 015) 016)		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)

Select	e title				Abbreviation	
	ed Topi	cs in Business Informa	tion Systems 2		12-M-AWI2-161-mo	1
Modul	e coord	linator		Module offered by	<u> </u>	
		aculty of Business Man	agement and Econo-	Faculty of Management and Economics		
mics	Ji the ra	acuity of Dusiness Man	agement and Leono-			
ECTS	Meth	od of grading	Only after succ. co	mpl. of module(s)		
5		rical grade				
Durati	on	Module level	Other prerequisites	5		
1 seme	ester	graduate				
Conter	nts	•				
• (• ;; • (courses addition courses	serves the purpose of tr taken at other German nal courses offered on a offered by new Chairs f the respective Chairs	or non-German univer a short-term basis that are yet to be inclu	rsities Ided in the FSB (subj		ns)
Intend	led lear	ning outcomes				
As a re	esult of	accrediting multiple kir	nds of modules, a desc	cription of acquired s	kills cannot be giver	۱.
		, number of weekly con			-	
V (2) +		,				
• •	• •	alternatively S instead o	of V + Ü			
		sessment (type, scope, ion on whether module			ition offered — if not	every seme-
	х. 30 mi		ach: approx. 10 to 15 r	ninutes; groups of 2:	weighted 1:2) or approx. 20 minutes	; groups of g
Langua	rely or	nutes) or oartly computerised wri ussessment: German an	tten examination (app			s; groups of 3
Langua credita	rely or age of a	nutes) or partly computerised wri ussessment: German an bonus	tten examination (app			; groups of 3
Langua credita	rely or page of a able for	nutes) or partly computerised wri ussessment: German an bonus	tten examination (app			; groups of g
Langua credita Alloca 	rely or p age of a able for tion of	nutes) or partly computerised wri ussessment: German an bonus	tten examination (app			; groups of <u>-</u>
Langua credita Alloca 	rely or p age of a able for tion of	nutes) or partly computerised wri issessment: German an bonus places	tten examination (app			s; groups of <u>s</u>
Langua credita Alloca 	rely or p age of a able for tion of onal inf	nutes) or partly computerised wri issessment: German an bonus places	tten examination (app			s; groups of <u>a</u>
Langua credita Alloca Additio Worklo	rely or p age of a able for tion of onal inf	nutes) or partly computerised wri issessment: German an bonus places	tten examination (app			s; groups of 3
Langua credita Alloca Additio Worklo 150 h	rely or age of a able for tion of onal inf	inutes) or partly computerised wri assessment: German an bonus places formation	tten examination (app			s; groups of 3
Langua credita Alloca Additio Worklo 150 h Teachi	rely or j age of a able for tion of onal inf oad	inutes) or partly computerised wri assessment: German an bonus places formation	tten examination (app			; groups of <u>s</u>
Langua credita Alloca Additia Workla 150 h Teachi Teachi	rely or age of a able for tion of onal inf oad ing cycl	inutes) or partly computerised wri assessment: German an bonus places formation e e: no courses offered	tten examination (app Id/or English	rox. 60 minutes)	approx. 20 minutes	s; groups of 3
Langua credita Alloca Additia Workla 150 h Teachi Teachi	rely or age of a able for tion of onal inf oad ing cycl	inutes) or partly computerised wri assessment: German an bonus places formation	tten examination (app Id/or English	rox. 60 minutes)	approx. 20 minutes	; groups of <u>:</u>
Langua credita Alloca Additio Worklo 150 h Teachi Teachi Referro 	rely or age of a able for tion of onal inf oad ing cycl ing cycl ed to in	inutes) or partly computerised wri assessment: German an bonus places formation e: no courses offered LPO I (examination res	tten examination (app Id/or English	rox. 60 minutes)	approx. 20 minutes	s; groups of <u>s</u>
Langua credita Alloca Additio Worklo 150 h Teachi Teachi Referro Modul	rely or age of a able for tion of onal inf oad ing cycl ing cycl ed to in	inutes) or partly computerised wri assessment: German an bonus places formation e: no courses offered LPO I (examination res	tten examination (app d/or English gulations for teaching-	rox. 60 minutes)	approx. 20 minutes	s; groups of <u>:</u>
Langua credita Alloca Additio Worklo 150 h Teachi Teachi Referro Modul Maste	rely or j age of a able for tion of onal inf oad ing cycl ing cycl ed to in e appea r's degr	inutes) or partly computerised wri assessment: German an bonus places formation e: no courses offered LPO I (examination res	tten examination (app id/or English gulations for teaching-	rox. 60 minutes)	approx. 20 minutes	s; groups of <u>:</u>
Langua credita Alloca Additio Worklo 150 h Teachi Teachi Referro Modul Mastel Mastel	rely or age of a able for tion of onal inf oad ing cycl ing cycl ed to in e appea r's degr	inutes) or partly computerised wri assessment: German an bonus places formation e: no courses offered LPO I (examination reg ars in ee (1 major) Business In	tten examination (app id/or English gulations for teaching- nformation Systems (2 Management (2015)	rox. 60 minutes) degree programmes)	approx. 20 minutes	s; groups of <u>:</u>
Langua credita Alloca Additio Worklo 150 h Teachi Teachi Referro Modul Master Master Master Master	rely or p age of a able for tion of onal inf oad ing cycl ing cycl ed to in e appea r's degr r's degr r's degr	inutes) or partly computerised wri assessment: German an bonus places formation ee e: no courses offered LPO I (examination resonant ars in ree (1 major) Business In ree (1 major) Business In ree (1 major) China Busi ree (1 major) Internation	tten examination (app d/or English gulations for teaching- nformation Systems (2 Management (2015) ness and Economics (al Economic Policy (20	rox. 60 minutes) degree programmes) :016) 2016) 2015)	approx. 20 minutes	s; groups of <u>s</u>
Langua credita Alloca Additio Worklo 150 h Teachi Teachi Referro Modul Master Master Master Master	rely or j age of a able for tion of onal inf oad ing cycl ed to in ed to in r's degr r's degr r's degr r's degr	inutes) or partly computerised wri assessment: German an bonus places formation formation fee (1 major) Business In ree (1 major) Business In ree (1 major) Business In ree (1 major) China Busi ree (1 major) Internation ree (1 major) China Lang	tten examination (app d/or English gulations for teaching- nformation Systems (2 Management (2015) ness and Economics (ual Economic Policy (20 guage and Economy (2)	rox. 60 minutes) degree programmes) :016) 2016) 2015)	approx. 20 minutes	s; groups of <u>s</u>
Langua credita Alloca Additio Worklo 150 h Teachi Teachi Referro Modul Mastel Mastel Mastel Mastel Mastel	rely or p age of a able for tion of onal inf oad ing cycl ing cycl ing cycl ed to in r's degr r's degr r's degr r's degr r's degr r's degr	inutes) or partly computerised wri assessment: German an bonus places formation formation ee : no courses offered LPO I (examination reg ars in ree (1 major) Business In ree (1 major) Business In ree (1 major) Business In ree (1 major) China Busi ree (1 major) Internation ree (1 major) China Lang ree (1 major) Manageme	tten examination (app d/or English gulations for teaching- nformation Systems (2 Management (2015) ness and Economics (al Economic Policy (20 guage and Economy (2 ent (2018)	rox. 60 minutes) 	approx. 20 minutes	s; groups of <u>s</u>
Langua credita Alloca Additio Worklo 150 h Teachi Teachi Teachi Referro Modul Mastel Mastel Mastel Mastel Mastel Mastel Mastel	rely or p age of a able for tion of onal inf oad ing cycl ing cycl ing cycl ing cycl ing cycl ed to in ed to in e appea r's degr r's degr r's degr r's degr r's degr r's degr	inutes) or partly computerised wri assessment: German an bonus places formation formation fee (1 major) Business In ree (1 major) Business In ree (1 major) Business In ree (1 major) China Busi ree (1 major) Internation ree (1 major) China Lang	tten examination (app d/or English gulations for teaching- nformation Systems (2 Aanagement (2015) ness and Economics (aal Economic Policy (20 guage and Economy (2 ent (2018) aal Economic Policy (20 cal Economic Policy (20	rox. 60 minutes) 	approx. 20 minutes	s; groups of <u>s</u>

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 81 / 309
	data record Master (120 ECTS) Management - 2022	

	e title			Abbreviation	
Busine	ss Cycles			12-M-BC-211-m01	
Module	coordinator		Module offered by		
	ead of the Work Group of Empirical Economics		Faculty of Management and Economics		
ECTS	Method of grading	Only after succ. co	· · · · ·		
5	numerical grade				
Duratio	· · · · · · · · · · · · · · · · · · ·	Other prerequisites	5		
1 seme			5		
Conten	1~	I			
on mod pirical f models	odule is an introduction to dyn dern business cycle theories. facts on business cycles, the s. Afterwards, the real busines Finally, the models are applie	The course is divided i students are introduce s cycle model and the	nto several sections. d to microeconomic f New Keynesian mode	Following an introdu oundations of macro	uction to em- oeconomic
Intende	ed learning outcomes				
ness cy unders	its will acquire a basic unders ycle theory as well as on macri tand current business cycle d priate policy measures.	peconomic modeling.	Having completed the	e module, students v	will be able to
Course	s (type, number of weekly cor	tact hours, language -	– if other than Germa	n)	
V (2) + Module	Ü (2) e taught in: English				
	d of assessment (type, scope, formation on whether module			tion offered — if not	every seme-
	en examination (approx. 60 m		1 a donus)		
b) term c) oral e approx. Langua	en examination (approx. 60 m paper (approx. 15 pages) or examination (one candidate e . 30 minutes) ge of assessment: English ble for bonus	inutes) or		approx. 20 minutes,	, groups of 3:
b) term c) oral e approx Langua credita	paper (approx. 15 pages) or examination (one candidate e . 30 minutes) ge of assessment: English	inutes) or		approx. 20 minutes,	, groups of 3:
b) term c) oral e approx Langua credita	paper (approx. 15 pages) or examination (one candidate e . 30 minutes) ge of assessment: English ble for bonus	inutes) or		approx. 20 minutes,	, groups of 3:
b) term c) oral e approx. Langua credital Allocat	paper (approx. 15 pages) or examination (one candidate e . 30 minutes) ge of assessment: English ble for bonus	inutes) or		approx. 20 minutes,	, groups of 3:
b) term c) oral e approx. Langua credital Allocat	paper (approx. 15 pages) or examination (one candidate e . 30 minutes) ge of assessment: English ble for bonus ion of places	inutes) or		approx. 20 minutes,	, groups of 3:
b) term c) oral e approx. Langua credital Allocat	paper (approx. 15 pages) or examination (one candidate e . 30 minutes) ge of assessment: English ble for bonus ion of places	inutes) or		approx. 20 minutes,	, groups of 3:
b) term c) oral e approx. Langua credital Allocat Additio	paper (approx. 15 pages) or examination (one candidate e . 30 minutes) ge of assessment: English ble for bonus ion of places	inutes) or		approx. 20 minutes,	, groups of 3:
b) term c) oral e approx. Langua credital Allocat Additio Worklo 150 h	paper (approx. 15 pages) or examination (one candidate e . 30 minutes) ge of assessment: English ble for bonus ion of places	inutes) or		approx. 20 minutes,	, groups of 3:
b) term c) oral a approx. Langua credital Allocat Additio Uorklo 150 h Teachir	paper (approx. 15 pages) or examination (one candidate e . 30 minutes) ge of assessment: English ble for bonus ion of places mal information	inutes) or		approx. 20 minutes,	, groups of 3:
b) term c) oral e approx. Langua credital Allocat Additio 150 h Teachir Teachir	paper (approx. 15 pages) or examination (one candidate e . 30 minutes) ge of assessment: English ble for bonus ion of places mal information	inutes) or ach: approx. 10 to 15 r	ninutes, groups of 2:	approx. 20 minutes,	, groups of 3:
b) term c) oral e approx. Langua credital Allocat Additio 150 h Teachir Teachir	paper (approx. 15 pages) or examination (one candidate e . 30 minutes) ge of assessment: English ble for bonus ion of places mal information ad ng cycle ng cycle: summer semester	inutes) or ach: approx. 10 to 15 r	ninutes, groups of 2:	approx. 20 minutes,	, groups of 3:
b) term c) oral e approx. Langua credital Allocat Additio 150 h Teachir Teachir Referre 	paper (approx. 15 pages) or examination (one candidate e . 30 minutes) ge of assessment: English ble for bonus ion of places mal information ad ng cycle ng cycle: summer semester	inutes) or ach: approx. 10 to 15 r	ninutes, groups of 2:	approx. 20 minutes,	, groups of 3:
b) term c) oral e approx. Langua credital Allocat Additio Worklo 150 h Teachir Teachir Referre Module	a paper (approx. 15 pages) or examination (one candidate e . 30 minutes) ge of assessment: English ble for bonus ion of places mal information ad ad ad ad ad ad ad ad ad ad ad ad ad	ach: approx. 10 to 15 r	ninutes, groups of 2:	approx. 20 minutes,	, groups of 3:
b) term c) oral a approx. Langua credital Allocat Additio Worklo 150 h Teachin Teachin Referre Module Master Master	a paper (approx. 15 pages) or examination (one candidate e . 30 minutes) uge of assessment: English ble for bonus ion of places mal information ad ad ad ad ad ad ad ad ad ad ad ad ad	ach: approx. 10 to 15 r ach: approx 10 to 15 r gulations for teaching-	ninutes, groups of 2: degree programmes)	approx. 20 minutes,	, groups of 3:
b) term c) oral a approx. Langua credital Allocat Additio Uorklo 150 h Teachir Teachir Referre Master Master Master	a paper (approx. 15 pages) or examination (one candidate e . 30 minutes) ge of assessment: English ble for bonus ion of places mal information mad ng cycle ng cycle: summer semester ed to in LPO I (examination re e appears in 's degree (1 major) Manageme 's degree (1 major) Internatior 's degree (1 major) China Busi	ach: approx. 10 to 15 r ach: approx. 10 to 15 r gulations for teaching- ent (2018) nal Economic Policy (20 iness and Economics (20	ninutes, groups of 2: degree programmes) 018) 2021)	approx. 20 minutes,	, groups of 3:
b) term c) oral a approx. Langua credital Allocat Additio Took 150 h Teachir Referre Module Master Master Master	a paper (approx. 15 pages) or examination (one candidate e . 30 minutes) age of assessment: English ble for bonus ion of places onal information ad ad ad ad ad ad ad ad ad ad ad ad ad	ach: approx. 10 to 15 r ach: approx. 10 to 15 r gulations for teaching- ent (2018) nal Economic Policy (20 ness and Economics (guage and Economy (2)	ninutes, groups of 2: degree programmes) 018) 2021)	approx. 20 minutes,	, groups of 3:
b) term c) oral a approx. Langua credital Allocat Additio Worklo 150 h Teachir Teachir Referre Master Master Master Master	a paper (approx. 15 pages) or examination (one candidate e . 30 minutes) ge of assessment: English ble for bonus ion of places mal information ad ad ad ag cycle bg cycle: summer semester ed to in LPO I (examination re e appears in 's degree (1 major) Manageme 's degree (1 major) Internatior 's degree (1 major) China Busi 's degree (1 major) China Lang 's degree (1 major) Economati	ach: approx. 10 to 15 r ach: approx. 10 to 15 r gulations for teaching- ent (2018) nal Economic Policy (20 ness and Economics (guage and Economy (2 nematics (2021)	ninutes, groups of 2: degree programmes) 018) 2021)	approx. 20 minutes,	, groups of 3:
b) term c) oral a approx. Langua credital Allocat Additio Worklo 150 h Teachir Teachir Referre Master Master Master Master Master	a paper (approx. 15 pages) or examination (one candidate e . 30 minutes) age of assessment: English ble for bonus ion of places onal information ad ad ad ad ad ad ad ad ad ad ad ad ad	ach: approx. 10 to 15 r ach: approx. 10 to 15 r gulations for teaching- ent (2018) nal Economic Policy (20 ness and Economics (guage and Economy (2 nematics (2021) nal Economic Policy (20	ninutes, groups of 2: degree programmes) 018) 2021)	approx. 20 minutes,	, groups of 3:

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 83 / 309
	data record Master (120 ECTS) Management - 2022	

Module title			Abbreviation			
Indust	rial Ma	nagement 4			12-M-BE-192-m01	
Module	e coord	inator		Module offered by		
holder Manag		Chair of Business Mana	gement and Industrial	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conten	nts					
ses wit	th a spe auction	ill develop the objective ecial focus on catalogue is, e-marketplaces, sup	-based procurement s	ystems, electronic te	ndering systems, el	ectronic (re-
Intend	ed lear	ning outcomes				
sight ir talog-b supplie dule, s applica Course	nto the based p er relati tudents ation-or es (type	ens and will be able to essentials of operation rocurement systems, el onship management sy s can define and analyz riented possible solutio , number of weekly con	al procurement manag ectronic tendering syst stems and eSupply ch e the related tasks and ns at a high profession	ement, especially e- tems, electronic (rev ain management sys I processes and show al level.	procurement with a erse) auctions, e-ma stems. After complet w or develop theory-	focus on ca- arketplaces, ing this mo-
V (2) +	Ü (2)					
		sessment (type, scope, ion on whether module			tion offered — if not	every seme-
b) Pres c) Term d) entin e) Port Langua	entatio n paper rely or p folio (a	mination (approx. 40 to on (approx. 20 minutes) (30 to 40 pages) or partly computerised writ pprox. 20 pages) Issessment: German an bonus	and term paper (15 to tten examination (appi		1:1 OF	
Allocat	tion of p	places				
Interna Should ned an (2) A to Should ned an (3) Who of avai	tal of 1 ational l l the nu d place tal of 5 l the nu d place en plac lable p	5 places will be allocate Economic Policy. Imber of applications ex is re-allocated by lot as places will be allocated imber of applications ex es re-allocated by lot as es are allocated in acco laces, places will be allo	sceed 15, these places they become available d to students of the Ma sceed 5, these places v they become available ordance with (1) and (2)	will be allocated by e. aster's degree progra vill be allocated by lo e. and the number of a	lot. A waiting list wil Imme Information Sy ot. A waiting list will applications exceed	l be maintai- /stems. be maintai-
Additio	onal inf	ormation				
Module	e can b	e taught in form of E Lea	arning course, seminar	, workshop etc.		
Worklo	ad					
150 h						
Master's w	ith 1 majo	r Management (2022)	-	• generated 19-Apr-2025 • e laster (120 ECTS) Manageme	-	page 84 / 309

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

Master's degree (1 major) 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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 85 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title	_			Abbreviation
Behavi	oral Ec	onomics			12-M-BEC-222-m01
Module	e coord	inator		Module offered by	
		unior Professorship of man-Machine Interacti		Faculty of Manager	nent and Economics
ECTS	Meth	od of grading	Only after succ. cor	npl. of module(s)	
5	1	rical grade		-	
Duratio	on	Module level	Other prerequisites	5	
1 seme	ster	graduate			
Conten	ts	•	, ,		
the rati man in studen strateg classic tionalit standa to the r re the i ideas a mics re sequer most fr While t followi • A • V	 Behavioral economics refers to the field of research which, inspired by numerous documented deviations from the rational behavior assumed in neoclassical analysis, tries to improve the psychological realism of the idea of man in economics by incorporating insights from psychology into traditional economic analysis. In this course, students will become familiar with several of the most influential behavioral-economic theories of individual and strategic decision-making, which allow to explain a plethora of empirically documented deviations from the neoclassical model. These include departures from the assumptions of selfishness, time consistency, as well as rationality and rational expectations. The discussed behavioral-economic theories usually contain the neoclassical standard model as a special case and, therefore, are to be considered as extensions of rather than alternatives to the neoclassical model. While this lecture focuses on theories of individual decision-making, we will explore the implications of these theories also in the context of market settings and economic games. All necessary ideas and concepts will be introduced and discussed throughout the course. Nevertheless, as behavioral economics represents an extension of the neoclassical model, a solid understanding of the latter will be helpful. Consequently, students who completed advanced classes in microeconomics or game theory will most likely benefit most from this course. While the exposition is primarily based on research articles, some topics of the lecture can be reviewed in the following textbooks: Dahmi (2016): "The Foundations of Behavioral Economic Analysis" Angner (2012): "A Course in Behavioral Economics" 				
		ning outcomes	ory for Risk and Ambigu	ity	
After co • e • a • r	ompleti explain upply th ecogniz	ing the course student essential findings of b ie involved methods to ze in which real-life sit	ehavioral economic the given stylized example uations and how the re	es on their own, sults can be applied	
		, number of weekly cor	ntact hours, language -	– If other than Germa	an)
V (2) + Module		t in: English			
			, language — if other th e can be chosen to earr		ation offered — if not every seme-
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					
Allocation of places					
Additio	nal inf	ormation			
L					
Master's w	ith 1 majo	r Management (2022)		g • generated 19-Apr-2025 • 6 Master (120 ECTS) Manageme	

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

Master's degree (1 major) Economathematics (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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 87 / 309
	data record Master (120 ECTS) Management - 2022	

Module title Abbreviation							
Busine	Business Analytics 12-M-BUA-161-mo1						
Modul	e coord	inator		Module offered by	ered by		
holder of the Chair of Business Analytics Faculty of Management and Economics							
ECTS	Metho	od of grading	Only after succ. compl. of module(s)				
10	nume	rical grade					
Duratio		Module level	Other prerequisites				
1 seme		graduate					
Conter							
tured t manag stems	erm par ement o as well	students will acquire i ber and to present the decision models and m as analytical informations on current topics usin	esults of their work wit ethods and their appli on systems and quanti	th the help of relevar cation in the develor tative methods of da	nt topics in the field oment of decision-su ta analysis.	of business upport sy-	
on.				ine tearning, mathem			
Intend	ed learr	ning outcomes					
• 9 • •	Scientifi mpleme ntegrati	ovides students with k c literature entation of methods in on of developed result presentations and lec	code s in scientific papers				
		number of weekly con		- if other than Germa	n)		
S (2)	- (-)	, ,					
Metho		essment (type, scope, on on whether module			tion offered — if not	every seme-	
Langua	age of a	oprox. 20 to 25 pages) ssessment: German an ffered: Once a year, wi	d/or English	ox. 20 minutes), wei	ghted 2:1		
Allocat	tion of p	olaces					
by lot a numbe	among a er of pla	Should the number of a all applicants irrespect ces will be allocated in they become availabl	ve of their subjects. (2) the same procedure. () Places on all cours	es of the module wit	h a restricted	
Additio	onal info	ormation					
Worklo	ad						
300 h							
Teachi	ng cycl	9					
Teaching cycle: each semester							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Module appears in							
Master Master Master	's degre 's degre 's degre	ee (1 major) Economath ee (1 major) Business I ee (1 major) Business N ee (1 major) China Busi ee (1 major) Internation	nformation Systems (20 lanagement (2015) ness and Economics (2	2016)			
	_	Management (2022)	JMU Würzburg	• generated 19-Apr-2025 • e Master (120 ECTS) Manageme	-	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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 89 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title				Abbreviation
Commu	Communication in Business and Economics 12-M-BUC-222-mo1				
Module	e coord	inator		Module offered by	
holder	of the l	Professorship of Econom	ic Journalism	Faculty of Managen	nent and Economics
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
discuss discrep forms o be syst se deal	sed. Th bancy b of PR. T ematic s with	e added value of commu etween journalism and F he preparation and imple ally explained, and the c the practical implementa	nication for companie PR is discussed, as we ementation of press n entral aspects of corp ation of journalistic st	es, business, politics ell as the basic elemo neetings, conference porate communicatic yles in the various m	he theoretical models of PR are s, and science is explained. The ents, instruments, goals, and es, campaigns, and events will ons will be outlined. The exerci- redia and provides an overview of
		es and concepts of PR we ning outcomes	ork across different m	iedia and target grou	ips.
as well commu	as me inicatio	thods and in a holistic co on with regard to reflectio	ontext. Students learn on, argumentation, an	professional compe d exchange as a PR	apply PR and its forms, elements etencies in the field of (business) consultant in different areas. In prepare them professionally.
Course	s (type	, number of weekly conta	act hours, language –	- if other than Germa	n)
V (2) + Module	• •	t in: English			
		s essment (type, scope, la ion on whether module c			tion offered — if not every seme-
	ige of a	nation (approx. 60 minut Issessment: English bonus	es)		
Allocat	ion of _l	places			
	_				
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Teachir	Teaching cycle: winter semester				
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module	e appea	ars in			
Master Master	's degr 's degr	ee (1 major) Information ee (1 major) Internationa ee (1 major) Managemen ee (1 major) Economathe	l Economic Policy (20 t (2022)	22)	

Module	Module title Abbreviation			Abbreviation	
	Discounted Cashflow 12-M-CF1-182-m01				
Module	coord	inator		Module offered by	
	holder of the Chair of Business Management and Corporate Faculty of Management and Economics Finance				
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
the valı compar	uation o ny valu				as uncertainty in the context of well as their influence on the
Syllabu	s:				
1. NP 2. NP 3. NP 3. DCF 1 1. DC 2. Va 3. Va 4. Pract	Theory V with V with Theory F basic luation luation ice of [under certainty out taxes personal taxes corporate taxes under uncertainty cs of unlevered companies of levered companies DCF methods			
Intended learning outcomes After completion of this module, the students will know a variety of discounted cashflow techniques and are able					
		erly them in order to evalu			asimow techniques and are able
Course	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)
V (2) +	Ü (2)				
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term	paper ge of a	nination (approx. 60 to 9 (approx. 15 pages) ssessment: German and, bonus			
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Workload					
150 h					
	Teaching cycle				
Teachir	ng cycle	e: winter semester			
Referre	d to in	LPOI (examination regu	lations for teaching-d	legree programmes)	
Module	appea	in in			

Master's with 1 major Management (2022)

Master's degree (1 major) International Economic Policy (2018)
Masteria degree (, main) China Dusinger and Francesia (as a)
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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 92 / 309
	data record Master (120 ECTS) Management - 2022	

Module title Abbreviation						
Portfol	Portfolio and Capital Market Theory 12-M-CF2-182-mo1					
Module	e coord	inator		Module offered by	<u>.</u>	
holder	holder of the Chair of Business Management and Corporate Faculty of Management and Economics					
Finance	Finance					
ECTS		od of grading	Only after succ. con	pl. of module(s)		
5	L	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten						
capital		t theory (namely capita	ledge of individual por l asset pricing model) i			
Syllabu	ls:					
		tfolio Selection				
	Asset-C					
	•	Asset-Case of Portfolio Theory				
		et Pricing Model				
		ons and Derivation				
	iplicatio	ons spects, Extensions and	Alternatives			
		ning outcomes	Alternatives			
		nables the students				
1113 111		habies the students				
		nd to determine the op and individual utility fo	otimal capital market p unction;	osition of an investo	r given the different	investment
(ii) to u	indersta	and and use the centra	l CAPM propositions fo	r valuating risky ass	ets.	
Course	s (type	, number of weekly cor	itact hours, language –	if other than Germa	n)	
V (2) +	Ü (2)					
			language — if other the can be chosen to earn		tion offered — if not	every seme-
a) writt	en exai	mination (approx. 60 to	o 90 minutes) or			
		(approx. 15 pages)				
-	ige of a ble for	ssessment: German ar bonus	id/or English			
	ion of p					
Additio	nal inf	ormation				
Additional information						
Workload						
150 h						
Teaching cycle						
Teaching cycle: summer semester						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
			<u> </u>	<u> </u>		
Master's w	ith 1 major	r Management (2022)		• generated 19-Apr-2025 • e laster (120 ECTS) Manageme	-	page 93 / 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) 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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 94 / 309
	data record Master (120 ECTS) Management - 2022	

Module title				Abbreviation		
	Risk Management 12-M-CF3-222-m01					
Module	coord	inator		Module offered by		
holder o Finance		Chair of Business Manage	ement and Corporate	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 semes	ster	graduate				
Conten	ts					
swaps a ment. Ir	and op n partic param ductior res & Fo os ons	tions are considered as w cular, students will be int eters. In addition, some e n prwards	vell as their possible roduced to the theory	applications in the c / involved in pricing	l markets. In particular, futures, context of financial risk manage- options, as well as important va- at-risk are discussed.	
Intende	ed leari	ning outcomes				
(i) inde	pender	ion of this module studen otly determine the fair val and and evaluate commo	ue of the derivatives		15	
Courses	s (type	, number of weekly conta	ct hours, language —	if other than Germa	n)	
V (2) + l	Ü (2)					
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-	
b) term	paper ge of a	nination (approx. 6o to 9 (approx. 15 pages) ssessment: German and/ bonus				
Allocati	ion of p	olaces				
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachir	ng cycl	e				
		e: winter semester				
		LPO I (examination regu	lations for teaching-c	legree programmes)		
Module	appea	irs in				
Master' Master' Master'	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)					

Master's with 1 major Management (2022)

Module title			Abbreviation				
Selecte	ed Topi	cs in Corporate Finance			12-M-CF4-182-m01		
Module				All a dulla affanad hu			
				Module offered by			
holder Finance		Chair of Business Mana	gement and Corporate	Faculty of Managen	nent and Economics		
ECTS		od of grading	Only after succ. con	npl. of module(s)			
5		rical grade		<u></u>			
Duratio	n	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	Contents						
This mo	odule s	erves the purpose of tra	ansferring credits from				
• c	ourses	taken at other German	or non-German univers	sities			
		al courses offered on a					
		offered by new chairs t er will ensure that the o			culum.		
				cieult transfer.			
		ning outcomes	de efferendede en de en	intin of a sector day			
		accrediting multiple kin				1.	
		, number of weekly con	tact hours, language –	- if other than Germa	in)		
V (2) +			_				
		essment (type, scope, on on whether module			ition offered — if not	every seme-	
a) writt	en exai	mination (approx. 60 to	90 minutes) or				
		(approx. 15 pages)					
		ssessment: German an					
Assess credita		ffered: In the semester	in which the course is	offered			
Allocat		Diaces					
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	e					
Teachir	ng cycle	e: after announcement					
Referre	ed to in	LPOI (examination reg	gulations for teaching-o	degree programmes)	I		
Module	e appea	ars in					
Master	's degr	ee (1 major) Manageme	nt (2018)				
Master	's degr	ee (1 major) Internation	al Economic Policy (20	18)			
Master	Master's degree (1 major) China Business and Economics (2019)						
Master	Master's degree (1 major) China Language and Economy (2019)						
Master	Master's degree (1 major) China Business and Economics (2021)						
Master	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	Master's degree (1 major) Management (2022)						
Master	's degr	ee (1 major) Economath	ematics (2022)				
Master's wi	ith 1 majo	r Management (2022)	-	g ● generated 19-Apr-2025 ● € Master (120 ECTS) Manageme	-	page 96 / 309	

Modul	e title				Abbreviation		
Risk m	leasurem	ent and risk valuation	: Concepts and applic	ations for banks	12-M-CF5-182-m01		
Modul	e coordir	nator		Module offered by			
			gement and Corporate		ant and Economics		
Finance		Iall Of Dusiliess Malla	gement and corporate	Faculty of Managen			
ECTS		d of grading	Only after succ. con	npl. of module(s)			
5		cal grade					
Duratio		Module level	Other prerequisites				
1 seme	-	graduate					
Conten		5					
			denetien of enneretain	utale us states has to to to	de sin e estaine famili		
and the	e concep		deration of symmetric quirement. The focus f 5.				
		ing outcomes					
			asurement and risk va	luation: Concepts ar	nd applications for b	anks" the	
	nts are ab	-					
			oroblems of asymmetri				
			and to understand the	e , ,	, .		
-		concept of risk as a c	apital requirement bei	ng the systematic ba	ase for these aspects	s in the ban-	
	sector.	and the second		if a the set of the set			
		number of weekly con	act hours, language –	- if other than Germa	in)		
V (2) +							
			language — if other tha		tion offered — if not	every seme-	
-			can be chosen to earn	a bonus)			
		ination (approx. 60 m	inutes) or				
		approx. 15 pages) sessment: German an	d/or English				
	able for b						
Allocat	tion of pl	aces	-				
	<u></u>						
Additic	onal info	rmation					
Auuitit		IIIdtivii					
Worklo	oad						
150 h							
Teachi	ing cycle						
Teachi	ng cycle:	winter semester					
Referre	ed to in L	POI (examination reg	ulations for teaching-o	degree programmes)			
	e appear	s in					
Module							
Modul Master			nt (2018)				
Master	r's degree	e (1 major) Manageme		18)			
Master Master	r's degree r's degree	e (1 major) Manageme e (1 major) Internation	nt (2018) al Economic Policy (20 ness and Economics (2				
Master Master Master	r's degree r's degree r's degree	e (1 major) Manageme e (1 major) Internation e (1 major) China Busi	al Economic Policy (20	2019)			
Master Master Master Master	r's degree r's degree r's degree r's degree	e (1 major) Manageme e (1 major) Internation e (1 major) China Busi	al Economic Policy (20 ness and Economics (2 uage and Economy (20	2019)			
Master Master Master Master Master	r's degree r's degree r's degree r's degree r's degree	e (1 major) Manageme e (1 major) Internation e (1 major) China Busi e (1 major) China Lang e (1 major) Informatior	al Economic Policy (20 ness and Economics (2 uage and Economy (20	2019) 019)			
Master Master Master Master Master Master	r's degree r's degree r's degree r's degree r's degree r's degree r's degree	e (1 major) Manageme e (1 major) Internation e (1 major) China Busin e (1 major) China Lang e (1 major) Informatior e (1 major) China Busin e (1 major) China Lang	al Economic Policy (20 ness and Economics (2 uage and Economy (20 Systems (2019) ness and Economics (2 uage and Economy (20	2019) 019) 2021)			
Master Master Master Master Master Master	r's degree r's degree r's degree r's degree r's degree r's degree r's degree	e (1 major) Manageme e (1 major) Internation e (1 major) China Busin e (1 major) China Lang e (1 major) Informatior e (1 major) China Busin	al Economic Policy (20 ness and Economics (2 uage and Economy (20 Systems (2019) ness and Economics (2 uage and Economy (20	2019) 019) 2021)			
Master Master Master Master Master Master Master	r's degree r's degree r's degree r's degree r's degree r's degree r's degree	e (1 major) Manageme e (1 major) Internation e (1 major) China Busin e (1 major) China Lang e (1 major) Informatior e (1 major) China Busin e (1 major) China Lang	al Economic Policy (20 ness and Economics (2 uage and Economy (20 Systems (2019) ness and Economics (2 uage and Economy (20 ematics (2021)	2019) 019) 2021)	yam reg	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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 98 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title				Abbreviation
Selecte	ed Topi	cs in Risk Management			12-M-CF6-231-m01
Module	e coord	nator		Module offered by	
holder Finance		hair of Business Manage	ement and Corporate	Faculty of Managen	nent and Economics
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	Its				
niques corpora There i	of risk ate con s also a	management. It teaches exts. Key topics include	advanced methods for the management of f	or risk analysis, asse inancial risks, opera	ation of the key aspects and tech essment, and control in various tional risks, and strategic risks. e integration of risk managemen
Intend	ed learr	ning outcomes			
strateg	ies for o		competently apply ris	k management tools	develop effective management and are capable of integrating
Course	s (type,	number of weekly conta	ct hours, language —	if other than Germa	n)
V (2) +	Ü (2)				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term Langua Assess	i paper age of a	nination (approx. 60 to 9 (approx. 15 pages) ssessment: German and, ffered: in the semester in bonus	or English	offered	
Allocat	ion of p	laces			
Additio	onal info	ormation			
Worklo	ad				
150 h					
	ng cycl	9			
Teachi	ng cycle	e: after announcement			
		LPOI (examination regu	lations for teaching-c	legree programmes)	
Module	e appea	rs in			
		ee (1 major) Management	: (2018)		
		ee (1 major) Management			
Master	's degre	ee (1 major) Management	: (2024)		

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Module title				Abbreviation		
Change	Mana	gement			12-M-CIU-222-m01	
Module	coordi	nator		Module offered by		
holder o and Acc		Chair of Business Manage g	ement, Controlling	Faculty of Managem	nent and Economics	
ECTS	Metho	d of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio	n [Module level	Other prerequisites			
1 semes	ster	graduate				
Content	s					
analyze cusses tion is a with tea projects Intende After pa emotior strumer in these lutions Courses	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 dis- cusses how to involve stakeholders in change, what motivates them to embrace change, and whether participa- tion 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 outcomesAfter 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 in- struments 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 so- lutions in change processes.Courses (type, number of weekly contact hours, language — if other than German)V (2) + Ü (2)					
a) writte b) term Languag Assessr	en exar paper ge of a nent of	on on whether module ca nination (approx. 60 min (approx. 15 pages) ssessment: German and/ ffered: In the semester in	utes) or ′or English			
creditat Allocati						
	on or þ					
Additio	nal inf	ormation				
Auditio	atint					
Workloa	ad					
150 h						
Teachin	g cycle	9				
-		e: no courses offered				
		LPO I (examination regu	lations for teaching-o	degree programmes)		
Module	appea	rs in				
Master' Master' Master'	Module appears inMaster's degree (1 major) Information Systems (2022)Master's degree (1 major) International Economic Policy (2022)Master's degree (1 major) Management (2022)Master's degree (1 major) Economathematics (2022)					

Master's with a	major Management ((2022)
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Module title			Abbreviation		
Contract Theo	ory			12-M-CT-222-m01	
Module coord	inator		Module offered by		
holder of the formation Eco	Chair for Economics, Con nomics	tract Theory and In-	Faculty of Managen	nent and Economics	
ECTS Methe	od of grading	Only after succ. con	npl. of module(s)		
5 nume	rical grade				
Duration	Module level	Other prerequisites			
1 semester	graduate				
Contents					
During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transacti- ons 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 eco- nomically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric dis- tribution of information can best be mitigated by appropriate design of the contractual (or, more generally, insti- tutional) 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 appli- cations we will address questions discussed in organizational, personnel or industrial economics, such as incen- tive design within organizations or the design of labor law regulations and competition laws. Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving. The exposition is primarily based on the following textbook: Laffont and Martimort (2002): "The Theory of Incenti- ves"					
	ning outcomes	•••••			
 explain apply th interpretracting evaluate between 	parties in the presence of e government intervention n the contracting parties.	tract theory, ven stylized example e contracts as the ou of asymmetric informa ns with regard to their	itcome of the interac ation, reffect on the efficien	tion between two or more con- cy properties of the interaction	
	, number of weekly conta	ct hours, language –	- if other than Germa	in)	
V (2) + Ü (2) Module taugh	t in: English				
	s essment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus					
Allocation of	places				
Additional inf	ormation				

Workload

150 h

Teaching cycle

Teaching cycle: no courses offered

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

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Module appears in

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 102 / 309
	data record Master (120 ECTS) Management - 2022	

Module title				Abbreviation		
Desigr	n of Field	d Experiments and Studi	es		12-M-DFES-182-mo	1
Modul	e coord	inator		Module offered by	<u> </u>	
holder	of the (Chair of Labour Economic	CS	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con			
5	nume	rical grade				
Durati	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conter	nts					
		Design of Field Experimer ments and empirical stud		s with the planning,	implementation and	l evaluation
	Contents Introduction to field experiments and studies Basics of experimental design Planning field experiments Conducting field experiments Statistical analysis of field data Internal and external validity Special topics and advanced concepts 					
	· · · ·	tation and communication ing outcomes				
ments	and to	nelp students to develop acquire the necessary sk , number of weekly conta	ills to conduct high q	uality empirical rese	arch.	field experi-
V (2) +			act nours, language –		iii <i>)</i>	
		t in: English				
Metho	d of ass	essment (type, scope, la on on whether module c			tion offered — if not	every seme-
a) writi b) tern Langua Assess	ten exai 1 paper age of a	nination (approx. 60 mir (approx. 15 pages) ssessment: English ffered: In the semester ir	nutes) or			
Alloca	tion of p	olaces	-			
Additi	onal inf	ormation				
Resear	rch tracl	< module in Master's pro	gramme IEP			
Workle	oad					
150 h	_					
Teachi	ing cycl	e				
Teachi	ng cycle	e: after announcement				
	Referred to in LPO I (examination regulations for teaching-degree programmes)					
		U.				
Modul	e appea	irs in				
		ee (1 major) Managemen	t (2018)			
		ee (1 major) Internationa		18)		
Maste	r's degr	ee (1 major) China Busin	ess and Economics (2	2019)		
Master's w	vith 1 majoı	r Management (2022)		g • generated 19-Apr-2025 • e Naster (120 ECTS) Manageme	-	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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 104 / 309
	data record Master (120 ECTS) Management - 2022	

Module title					Abbreviation	
Digital		-			12-M-DM1-182-m01	
Module	e coord	inator		Module offered by		
holder ting	of the (Chair of Business Admi	nistration and Marke-	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
nities a of new encer r sourcir ness m ly chan timize all, dig and de Course In Course E b Course E Course	 Digitalization is rapidly changing our lives, including all types of business relationships. Therefore, new opportunities and approaches have emerged in all areas of the marketing mix: Managers can choose from a wide variety of new communication channels, such as social media networks, blogs, or messengers, and can engage in influencer marketing and search engine optimization. They increasingly rely on online customer co-creation or crowd-sourcing and create a wide variety of new digital products and services, often related to completely new business models. Through price crawlers and price setting tools customers' price search behaviors have significantly changed, requiring new price setting techniques. Artificial intelligence enables managers to automize and optimize many of these marketing processes, thus offering new opportunities and challenges for companies. Overall, digital marketing offers a tremendous variety of concepts and approaches to seize respective opportunities and deal with related challenges, which will be largely highlighted and discussed in this course. Course structure: Introduction to Digital Marketing (incl. trends and major players) Digital Product Management (incl. management of digital and digitalized products, innovations, and brands) Digital Price Management (incl. digitalized and innovative pricing models and tools, such as crawlers, pay-per-use pricing, etc.) Digital Communication Management (incl. social media marketing, influencer marketing, search engine marketing, mobile marketing, content marketing, viral marketing, augmented and virtual reality marketing, etc.) 					
Intend	ed lear	ning outcomes				
ing cor After at	icepts o ttendin	of digital marketing and g this course, students	w about these new app d illustrates these appr should have a broad a em successfully in busi	oaches and concept nd in-depth underst	s along numerous ca	ase studies.
Course	s (type	, number of weekly con	itact hours, language –	- if other than Germa	ın)	
V (2) + Module	• •	t in: English				
			language — if other th can be chosen to earn		ition offered — if not	every seme-
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus						
Allocation of places						
Additio	nal inf	ormation				
Master's w	ith 1 maio	r Management (2022)	IMU Würzburg	g ● generated 19-Apr-2025 ● €	exam. reg.	page 105 / 309
				Aaster (120 ECTS) Manageme	-	

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 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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 106 / 309
	data record Master (120 ECTS) Management - 2022	

Module title				Abbreviation	Abbreviation			
Digital Marketing II					12-M-DM2-182-m01			
Module coordinator			Module offered by					
			nistration and Marka	-	ont and Franchiss			
ting	holder of the Chair of Business Administration and Marke- ting							
ECTS Method of grading			Only after succ. con	npl. of module(s)				
5		erical grade						
Duratio	on	Module level	Other prerequisites	Other prerequisites				
1 seme	1 semester graduate							
Conten	its							
In this module, students take on the fictitious role of marketing managers who manage the marketing depart- ment of a large company division in the consumer electronic goods sector. They are asked to develop a marke- ting strategy for the division, which includes the product portfolio, suitable pricing approaches, online and offli- ne communication and marketing via online and offline sales channels. The situation described above is illustra-								
		lled "business simulati						
Intend	ed lear	ning outcomes						
In this in relat corresp	course ion to pondin	, students learn to appl the respective company g application in busines	situation. The course s practice.	thus forms the bridg	e between theory tra			
Course	e s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)			
V (2) + Module		nt in: English						
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)								
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus								
Allocat	ion of	places						
Additic	nal inf	formation						
Additio								
Worklo	ad							
150 h								
Teachi	ng cycl	le						
		e: no courses offered						
		LPOI (examination reg	gulations for teaching-	degree programmes)				
		`	<u> </u>	<u> </u>				
Module appears in								
			nformation Systems (2)	016)				
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)							
	-	ree (1 major) China Lang		019)				
L	Master's degree (1 major) Information Systems (2019)							
Master's w	ith 1 majo	or Management (2022)		g • generated 19-Apr-2025 • e Naster (120 ECTS) Manageme	-	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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 108 / 309
	data record Master (120 ECTS) Management - 2022	

Module					Abbreviation
DSGE Modelling 12-M-DMM-222-m01					12-M-DMM-222-m01
Module	e coord	inator		Module offered by	
head o	f the W	ork Group of Empirical Ec	onomics	Faculty of Managem	nent and Economics
ECTS	<u> </u>	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme		graduate			
Conten	ts				
are des presen are forr plans. I show h	signed t tative h nulated In a thin ow cha	to describe the business household. In particular, v d. In a second step, we fo	cycle at the macro le we describe how con cus on the firm secto role the central bank eract with optimal de	vel. In a first step, we sumption, asset allo or and address how f plays in stabilising t cisions taken by hou	
		ning outcomes		tury policy in the cu	
• S • L • S • B • B	 The course offers analytical tools designed to solve DSGE models. These analytical skills encompas: Solving of intertemporal optimization problems (e.g., consumption Euler-equations). Linearization methods (e.g., Taylor-expansions). Solving linear difference expectations by minimum state variabel techniques (MSV-solution). Basic time series concepts such as impilse response functions, variance decompositions. 				
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2) + Module		t in: English			
		sessment (type, scope, la on on whether module ca	5 5		tion offered — if not every seme-
b) term	paper	nination (approx. 60 min (approx. 15 pages) ssessment: German and/			
Allocat	ion of p	olaces			
Additio	onal info	ormation			
Resear	ch tracl	k module in Master's pro	gramme IEP		
Worklo	ad				
150 h					
Teachi	Teaching cycle				
	Teaching cycle: winter semester				
		LPOI (examination regu	lations for teaching-o	legree programmes)	
Module	e appea	ars in			
		ee (1 major) International	Economic Policy (20	22)	
	-	ee (1 major) Management			
Master	's degr	ee (1 major) Economather	matics (2022)		

Master's with 1 major Management (2022)

Module title			Abbreviation			
Decisio	on Supp	oort Systems			12-M-DSS-192-m01	
Module	e coord	inator		Module offered by		
	of the (Chair of Business Analy	tics	Faculty of Managem	nent and Economics	
ECTS	i	od of grading	Only after succ. compl. of module(s)			
5	·	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten						
	quired i	scusses advanced appr nsights are used to des				
Intend	ed learı	ning outcomes				
• L •]! • S	Jnderst solate k Solve di stochas	ully completing the cou and the structure of cla ey elements from gener fferent classes of optin tic) ent decision support sy	ssic business decisior al problem descriptior nization problems (lir	n problems is and convert them to		
		, number of weekly cont		- if other than Germa	n)	
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. 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 						
Allocat	ion of p	olaces				
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.						
Additio	onal info	ormation				
Worklo	ad					
150 h						
Teaching cycle						
Teaching cycle: winter semester						
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
Module	e appea	irs in				
Master Master Master	's degro 's degro 's degro	ee (1 major) Informatior ee (1 major) China Busin ee (1 major) China Lang ee (1 major) Economath	ness and Economics (2 uage and Economy (20 ematics (2021)		xam reg	page 110 / 309
musici s w	i majol			Aaster (120 ECTS) Managemei	-	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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 111 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title				Abbreviation	
E-Commerce I				12-M-EC1-182-m01		
Module	e coord	inator		Module offered by		
holder of the Chair of Business Administration and Marke- ting			nistration and Marke-	Faculty of Management and Economics		
ECTS	Meth	od of grading	Only after succ. con	pl. of module(s)		
5		rical grade		1		
Duratio	n	Module level	Other prerequisites			
1 seme		graduate				
Conten	ts					
and str dustry, egy of a ons for sentati	ategies types a selec improv ons wh	s a highly relevant field s applied by companies of customers, types of p ted firm. In doing so, th vements and for addres here the students (in gro core aspects of researd	differ strongly depend products). In this semir ey evaluate the strateg sing future trends. Fur pups) will either apply s	ling on the respective nar, students analyze ies' current and futu thermore, each lectu selected lecture topic	e firm context (e.g., i e the specific e-comr re potential and mal re session will conta cs to real-world busi	n terms of in- nerce strat- ke suggesti- iin short pre-
Intende	ed lear	ning outcomes				
This cla	ass ena	bles students to gain in ess strategies.	nsights into real-life e-o	commerce strategies	and to train their ab	vilities in as-
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
V (2) + Module		t in: English				
		sessment (type, scope,	 language — if other th	an German, examina	tion offered — if not	everv seme-
		ion on whether module				,
b) term	paper	mination (approx. 60 to (15 to 20 pages) Issessment: English bonus	120 minutes) or			
Allocat	ion of	places				
Additio		ormation				
Additio	nat ini	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	е				
Teachir	ng cycl	e: summer semester				
Referre	ed to in	LPOI (examination reg	gulations for teaching-o	degree programmes)		
Module appears in						
			formation Systems (2)	216)		
	Master's degree (1 major) Business Information Systems (2016) Master's degree (1 major) Business Management (2015)					
	-	ee (1 major) Internation		15)		
	-	ee (1 major) Manageme	•	<i></i>		
	-	ee (1 major) Internation		18)		
	-	ee (1 major) China Busi	•			
	-	ee (1 major) China Lang		•		
Master	's degr	ee (1 major) Information	n Systems (2019)			
Master's wi	ith 1 majo	r Management (2022)	-	g • generated 19-Apr-2025 • e Naster (120 ECTS) Managemen	-	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) 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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 113 / 309
	data record Master (120 ECTS) Management - 2022	

Modul	e title			Abbreviation			
Busine	ess Communication in Print, O	nline and Social Media	l	12-M-ECC-182-mo1	L		
Modul	e coordinator		Module offered by				
	of the Professorship of Econd	mic lournalism	Faculty of Managen	ant and Economics			
ECTS	Method of grading	Only after succ. con	•		>		
5	numerical grade						
Duratio		Other prerequisites					
1 seme	· · · · · · · · · · · · · · · · · · ·						
Conter	1-						
the bu manag lecture cises o online nion-m Intend By part dents a studen ports, a genres scribe on, stu Course V (2) + Metho ster, in written	odule focuses on the relation siness models on the part of t gement, the new forms of com e is on the use of social media on various Web 2.0 application market research data. Howev hakers on the web as well as p ed learning outcomes ticipating in the module course are able to collect and organia the are taught journalistic expe- and background reports with and create them themselves, the editorial and technical ap idents will be able to design of es (type, number of weekly course if (type, number of weekly course) if (type, number of weekly course) and of assessment (type, scope if ormation on whether modules if age of assessment: German a	he providers. Starting f munication manageme in campaigns (Faceboo ns (e.g. online social ne er, crisis communicatio rotest culture on the we es, students acquire jo e information accordin ertise so that they are a their media characteris Students will be able t proach including feedb ounter-strategies for co ntact hours, language – , language — if other th e can be chosen to earn outes)	rom the basics of ed nt in social networks ok, Twitter, Instagram tworks) and on the construction of companies will eb. b-specific skills in re g to criteria of topica ble to recognize the tics and communicat o prototype and des ack, response, and corporate communicat - if other than German an German, examina	itorial work and pro are presented. The n, Tiktok). There will ollection and interp also be covered in p search and intervie lity and relevance. I forms of presentatio tive functions in diff ign a social media o ustomer engageme ion crises.	fessional text focus of the also be exer- pretation of particular opi- wing. Stu- In addition, on of news, re ferent media campaign, de- ent. In additi-		
-	age of assessment: German a	Id/or English					
Allocat	tion of places						
Additio	onal information						
Worklo	Daa						
150 h							
	ng cycle						
Teaching cycle: winter semester							
Referre	ed to in LPO I (examination re	gulations for teaching-	degree programmes)				
Madul	e appears in						
	r's degree (1 major) Managom	Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)					
Master			018)				
Master Master	r's degree (1 major) Internatio	nal Economic Policy (20					
Master Master Master		nal Economic Policy (2c iness and Economics (2	2019)				
Master Master Master Master	r's degree (1 major) Internatio r's degree (1 major) China Bus	nal Economic Policy (20 iness and Economics (2 guage and Economy (20	2019)				
Master Master Master Master Master	r's degree (1 major) Internatio r's degree (1 major) China Bus r's degree (1 major) China Lan	nal Economic Policy (20 iness and Economics (2 guage and Economy (20 nmunication (2019)	2019)				

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 115 / 309
	data record Master (120 ECTS) Management - 2022	

Module title					Abbreviation
Experimental Economics					12-M-EE-182-m01
Module coordinator				Module offered by	
holder of the Chair of Labour Economics			S	Faculty of Management and Economics	
ECTS	ECTS Method of grading 0		Only after succ. compl. of module(s)		
5	nume	rical grade			
Duration Module level		Other prerequisites			
1 semester graduate					
Conten	Contents				

Aim and outline of the course:

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

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

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

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

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

Literature:

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

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

In addition lecture slides will be provided.

Intended learning outcomes

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 116 / 309
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course shall deepen students' understanding of human decision making in multi-agent settings and to make them aware of systematic heterogeneous human behavior in the production and distribution of goods.

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

V (2) + Ü (2)

Module taught in: English

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

a) written examination (approx. 60 minutes) or

b) term paper (approx. 15 pages)

Language of assessment: English

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

creditable for bonus

Allocation of places

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Additional information

Research track module in Master's programme IEP

Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

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

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

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

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

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

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

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

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

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

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 117 / 309
	data record Master (120 ECTS) Management - 2022	

Module title			Abbreviation		
European Public Finance 12-M-EFP-222-m01					12-M-EFP-222-m01
Module	e coord	inator		Module offered by	
holder	of the (Chair of Public Finance		Faculty of Managem	nent and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
the rev ons of mental	enues (the Bre policy.	of the Union are generate xit decision and various o Economic policy is discu	d and how they are s coordination problem	pent. We will discus as with respect to pu	Jnion. Students will learn how s the motivation and implicati- blic debt, taxation and environ- It the central problems.
Course	conter	115:			
	-	an Union: History and Ins	titutions		
2. The I	Budget	of the European Union			
3. Econ	iomic A	nalysis of the Brexit Proc	ess		
4. Sove	ereign [Debt, Financial Crisis and	Fiscal Integration in t	the EMU	
5. Tax (Compet	ition or Tax Coordination	in Europe?		
6. Euro	pean C	limate Policy: Emission T	rading and Green De	al	
Intende	ed lear	ning outcomes			
rules of	f condu				e policy issues, institutions and o discuss and analyze more spe-
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2) + Ü (2) Module taught in: English					
	Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)				
a) written examination (approx. 60 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 Busi- ness 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.					
Additio	nal inf	ormation			
Worklo	ad				
150 h					

Master's with 1 major Management (2022)	JMU Würzb
	data recor

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 119 / 309
	data record Master (120 ECTS) Management - 2022	

Modul		Abbreviation				
Monet	Monetary Policy and the Financial System 12-M-EG1-222-m01					
Modul	e coordinator		Module offered by			
head of the Work Group of Empirical Economics			Faculty of Managen	nent and Economics		
ECTS	Method of grading	Only after succ. cor	npl. of module(s)			
5	numerical grade					
Durati		Other prerequisites	i			
1 seme	I <u>v</u>					
Conter						
repeat third o	odule is a thorough introduc s macroeconomic concepts. ne, monetary policy with the n deals with linkages betwee	The second one deals w zero lower bound on no	ith core topics on mo minal interest rates o	onetary policy and th	eory. In the	
Format	of the module: lectures and	exercise sessions				
	uisites: Basic knowledge of 5, Business or similar fields.	microeconomics and ma	croeconomics as tau	ght in Bachelor prog	grams in Eco-	
Usabil	ity: Master International Eco	nomic Policy				
Requir exam.	ements for getting credit po	nts according to the Ero	pean Credit Transfer S	System (ECTS): Pass	ing the final	
ECTS a	nd grading: 5 ECTS, Grading	on a scale from 1-5 base	ed on the final exam.			
Freque	ncy of the module: Each wir	ter term				
Worklo	ad: 150 hours (Lecture + Exe	ercise Session + Self Stu	dy)			
	on: 1 Semester					
Intended learning outcomes						
pertise be able	Students will acquire a thorough understanding of the theory and practice of monetary policy. Students gain ex- pertise 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.					
Course	s (type, number of weekly c	ontact hours, language -	– if other than Germa	ın)		
V (2) + Modul	Ü (2) e taught in: English					
	d of assessment (type, scop formation on whether modu			tion offered — if not	every seme-	
b) term Langua	ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus					
Alloca	tion of places					
Additio	onal information					
Worklo	bad					
150 h						
	ith 1 major Management (2022)		g ● generated 19-Apr-2025 ● e Master (120 ECTS) Manageme	-	page 120 / 309	

Teaching cycle

Teaching cycle: after announcement

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

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Module appears in

Master's degree (1 major) International Economic Policy (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.	page 121 / 309
	data record Master (120 ECTS) Management - 2022	

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 122 / 309
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Fujita, M. and J.-F. Thisse (2013). Economics of Agglomeration. Cities, Industrial Location and Regional Growth. Cambridge University Press.

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

Intended learning outcomes

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

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

V (2) + Ü (2)

Module taught in: English

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

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: English

creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

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

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

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

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

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

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

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

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

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

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

Module title			Abbreviation			
Monetary Policy, Foreign Exchange Markets, and the International Monetary			12-M-EG2-182-m01			
System						
Module coordinator Module offered by						
holder of the Chair of Monetary Economics and Internatio- nal Financial Markets					nent and Economics	
ECTS Method of grading Only after succ. compl. of module(s)						
5	nume	rical grade				
Duratio		Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
The cou	urse de	als with the following to	pics:			
	ning of		ets; market structure,	players and evolutio	n; FX transactions; hedging and	
Theoret and pu busch-)	tical ba rchasir) oversl roach; l	ng power parity (PPP); M hooting model; Balassa Real effective exchange	onetary approach: Fle -Samuelson effect; FX	xible price monetary valuation via the PP	ncovered interest rate parity (UIP) model and sticky price (Dorn- P and the macroeconomic balan- ate theories; Exchange rates and	
Classifi	cation	regimes and monetary of exchange rate regime monetary system; centra	es; the policy trilemma	a in open economies	; historical development of the	
Modelling open economy macroeconomics at the intermediate level: Implications of the Mundell-Fleming model for monetary and fiscal policy under fixed and flexible exchange ra- tes. The BMW (IS-MP-PC) model of the open economy and its implication for monetary and fiscal policy under fixed and floxible exchange rates: optimum surrous areas in the PMW model and in practice						
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-Fle- ming framework. Managed-floating as a solution for the policy trilemma.						
Intende	ed leari	ning outcomes				
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.						
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
		sessment (type, scope, l on on whether module			tion offered — if not every seme-	
b) term Langua credita	paper ge of a ble for	mination (approx. 60 mi (approx. 15 pages) ssessment: German and bonus ^{r Management (2022)}	d/or English 	g • generated 19-Apr-2025 • e		
			data record M	Aaster (120 ECTS) Managemei	nt - 2022	

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: after announcement

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

Module appears in

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 125 / 309
	data record Master (120 ECTS) Management - 2022	

Module title			Abbreviation			
Market Research and Demand Analysis 12-M-EIO-182-				12-M-EIO-182-m01		
Modul	e coord	inator		Module offered by	<u>I</u>	
holder of the Chair of Industrial Economics			Faculty of Management and Economics		;	
ECTS Method of grading Only after succ. c		Only after succ. cor	npl. of module(s)			
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	i		
1 seme		graduate				
Conter	-					
 C E E E E E Turth E Turth E I U Intende The stuctomes one ca a thoro dents w firms. T based gers. A but will 	Drdinan Andogen mation Represe Multino Discrete Discrete Discrete Demanc nferring Jsing st ed learn udents t . They v n imple bugh un will bec They wi on the studer l also ir	iconometric methods y Least Squares (OLS) heity and how to deal w of demand ntative consumer mode mial Logit Model (ML) a choice models with ag ications and Supply estimation g marginal costs ructural models for cour hing outcomes aking this class will leavill become familiar with ment these methods in derstanding of the so-co ome familiar with meth ll learn how to use such estimated models to evil t that successfully com nplement a few importa- ons of empirical studie	els nd extensions dividual data gregate data n nterfactual policy ana in modern empirical n h methods used in est practice using statisti alled New Empirical In ods used in estimating models to infer margi aluate the effects of cl pletes this course will ant models in compute	lysis nethods in studying imating demand and ical software. The lec idustrial Organization g demand and imper inal costs as well as a hanges in the compe not only be able to r er exercises. Furthern	during exercises wi tures will help stude n (NEIO) methodolog fect competition mo constructing policy s titive environment, s ead empirical acade nore, students will b	ill learn how ents to have gy. The stu- dels among simulations such as mer- emic papers be able to
Course	s (type	, number of weekly con	tact hours, language –	– if other than Germa	ın)	
V (2) + Module		t in: English				
		essment (type, scope, on on whether module			tion offered — if not	: every seme-
b) term Langua	n paper	nination (approx. 60 to (15 to 20 pages) ssessment: English bonus	120 minutes) or			
Allocat	tion of p	olaces				
Additio	onal inf	ormation				
Resear	ch tracl	<module in="" master's="" pr<="" td=""><td>ogramme IEP</td><th></th><td></td><th></th></module>	ogramme IEP			
Worklo	oad					
150 h						
Teachi	ng cycl	e				
		e: summer semester				
Master's w	ith 1 majo	Management (2022)		g ● generated 19-Apr-2025 ● € Naster (120 ECTS) Manageme	-	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 Economy (2019) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) China Language and Economy (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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 127 / 309
	data record Master (120 ECTS) Management - 2022	

Empiri	e title				Abbreviation	
Linhin	cal HR	Research with Stata			12-M-EPF-161-m01	
Modul	e coord	inator		Module offered by		
holder of the Chair for Human Resource Management and				Faculty of Management and Economics		
Organi			te management and			
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme		graduate				
Conten	nts					
most ir learn, v STATA.	mportai with the	Empirische Personalfors nt estimation problems a e help of basic problems o be provided in class.	and their application i	n the software packa	age STATA. In addition,	, students
Intend	ed lear	ning outcomes				
		e seminar is to enable st application in STATA wi				program-
Course	es (type	, number of weekly cont	act hours, language –	- if other than Germa	n)	
Ü (2)						
ster, in	format	sessment (type, scope, l ion on whether module o				very serife
Langua	age of a	pprox. 10 pages) ssessment: German and ffered: Once a year as a				
Langua	age of a sment o	ssessment: German and ffered: Once a year as a				
Langua Assess Allocat 12 plac by lot a numbe	age of a sment o tion of J ces. (1) among a er of pla	ssessment: German and ffered: Once a year as a	nnounced oplications exceed the ve of their subjects. (2 the same procedure. () Places on all course	es of the module with a	a restrictec
Langua Assess Allocat 12 plac by lot a numbe cated b	age of a sment o t ion of j ces. (1) among er of pla by lot as	ssessment: German and ffered: Once a year as a blaces Should the number of a all applicants irrespectiv ces will be allocated in t	nnounced oplications exceed the ve of their subjects. (2 the same procedure. () Places on all course	es of the module with a	a restrictec
Langua Assess Allocat 12 plac by lot a numbe cated b	age of a sment o t ion of j ces. (1) among er of pla by lot as	ssessment: German and ffered: Once a year as a places Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available	nnounced oplications exceed the ve of their subjects. (2 the same procedure. () Places on all course	es of the module with a	a restrictec
Langua Assess Allocat 12 plac by lot a numbe cated b	age of a sment o tion of p ces. (1) among er of pla by lot as bnal inf	ssessment: German and ffered: Once a year as a places Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available	nnounced oplications exceed the ve of their subjects. (2 the same procedure. () Places on all course	es of the module with a	a restricted
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Langua Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin	age of a sment o tion of r ces. (1) among er of pla by lot a: bnal inf bad	ssessment: German and ffered: Once a year as a blaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available ormation	nnounced oplications exceed the ve of their subjects. (2 the same procedure. () Places on all course	es of the module with a	a restricted
Langua Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin	age of a sment o tion of p ces. (1) among e or of pla oy lot a onal inf oad ng cycl	ssessment: German and ffered: Once a year as an places Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available ormation e e: each semester	nnounced oplications exceed the ve of their subjects. (2 the same procedure. () Places on all course 3) A waiting list will h	es of the module with a be maintained and pla	a restricted
Langua Assess Allocat 12 plac by lot a numbe cated b Additio Worklo 150 h Teachin Teachin	age of a sment o tion of p ces. (1) among e or of pla oy lot a onal inf oad ng cycl	ssessment: German and ffered: Once a year as a blaces Should the number of ap all applicants irrespectiv ces will be allocated in t s they become available ormation	nnounced oplications exceed the ve of their subjects. (2 the same procedure. () Places on all course 3) A waiting list will h	es of the module with a be maintained and pla	a restricted
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Langua Assess Allocat 12 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin Referre Modulo	age of a sment o tion of p ces. (1) among a er of pla by lot a: onal inf bad ng cycl ad ng cycl ed to in e appea	ssessment: German and ffered: Once a year as an olaces Should the number of an all applicants irrespectiv ces will be allocated in t is they become available ormation e e: each semester LPO I (examination regr ars in	nnounced oplications exceed the /e of their subjects. (2 the same procedure. () Places on all course 3) A waiting list will h	es of the module with a be maintained and pla	a restrictec
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Langua Assess Allocat 12 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin Referre Module Master Master	age of a sment o tion of p ces. (1) among a er of pla by lot a: by lot a: brad onal inf bad ng cycle ed to in e appea c's degr	ssessment: German and ffered: Once a year as an blaces Should the number of ag all applicants irrespectiv ces will be allocated in t is they become available ormation ee each semester LPO I (examination reg ars in ee (1 major) Economathe ee (1 major) Business Ma	nnounced oplications exceed the re of their subjects. (2 the same procedure. () Places on all course 3) A waiting list will h degree programmes)	es of the module with a be maintained and pla	a restricted
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Langua Assess Allocat 12 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin Referre Module Master Master Master Master	age of a sment o tion of p ces. (1) among a er of pla by lot a: onal inf oad ng cycl ad to in e appea d's degr d's degr d's degr	ssessment: German and ffered: Once a year as a blaces Should the number of ag all applicants irrespectiv ces will be allocated in t s they become available ormation e e each semester LPO I (examination reg ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) China Busin ee (1 major) Internationa	nnounced oplications exceed the /e of their subjects. (2 the same procedure. () Places on all course (3) A waiting list will b degree programmes) 2016) 15)	es of the module with a be maintained and pla	a restricted
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Langua Assess Allocat 12 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin Referre Module Master Master Master Master Master	age of a sment o tion of p ces. (1) among a er of pla by lot a: boad onal inf bad ng cycle ed to in e appea c's degr c's degr c's degr c's degr	ssessment: German and ffered: Once a year as an blaces Should the number of ap all applicants irrespectiv ces will be allocated in t is they become available ormation e e e: each semester LPO I (examination reg ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) Dusiness Ma ee (1 major) China Busin ee (1 major) China Langu ee (1 major) China Langu ee (1 major) Managemer	nnounced oplications exceed the ve of their subjects. (2 the same procedure. () Places on all course (3) A waiting list will h degree programmes) 2016) 2016)	es of the module with a be maintained and pla	a restricted
Langua Assess Allocat 12 plac by lot a numbe cated b Additic Worklo 150 h Teachin Teachin Teachin Referre Modula Master Master Master Master Master Master Master Master	age of a sment o tion of pla ces. (1) among a er of pla oy lot a: onal inf oad ng cycle ad ng cycle ed to in e appea a's degr a's degr a's degr a's degr a's degr	ssessment: German and ffered: Once a year as a places Should the number of ag all applicants irrespectiv ces will be allocated in t s they become available ormation e e each semester LPO I (examination reg ars in ee (1 major) Economathe ee (1 major) Business Ma ee (1 major) Internationa ee (1 major) Internationa ee (1 major) China Busin ee (1 major) China Langu	nnounced oplications exceed the re of their subjects. (2 the same procedure. () Places on all course (3) A waiting list will b (3) A waiting list will b (4) A waiting list will b (5) A waiting list will b (6) A waiting list will b (7) A waiting list will	es of the module with a be maintained and pla	a restricted

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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 129 / 309
	data record Master (120 ECTS) Management - 2022	

Module	title				Abbreviation	
Advanced Seminar: Enterprise Systems				12-M-ES-161-m01		
Module	coord	inator		Module offered by		
		Chair of Business Mana	romant and Rusinass	-	nent and Economics	
Informa			gement and business	Faculty of Managen		
ECTS		od of grading	Only after succ. con	npl. of module(s)		
10		rical grade		• • • •		
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
tured te	erm pap ems an	students will acquire in per and to present the r d enterprise systems.				
		ding to topic				
Intende	ed learn	ning outcomes				
1. unde 2. integ	rstand rate ela	ng the course "Enterpris the fundamentals of sc aborated content in a sc entations independently	ientific literature revie cientific thesis;			
Course	s (type,	, number of weekly cont	act hours, language –	- if other than Germa	n)	
S (2)						
		essment (type, scope, on on whether module			tion offered — if not	every seme-
		oprox. 20 to 25 pages) a ssessment: German an		rox. 20 minutes), we	ighted 2:1	
Allocat	ion of p	olaces				
by lot a numbe	mong a r of pla	Should the number of a all applicants irrespecti- ces will be allocated in a they become available	ve of their subjects. (2) the same procedure. () Places on all cours	es of the module wit	h a restricted
Additio	nal inf	ormation				
Worklo	ad					
300 h						
Teachir	ng cycl	9				
Teachir	ng cycle	e: each semester				
Referre	d to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module	appea	rs in				
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)						
		ee (1 major) Manageme Management (2022)		g ● generated 19-Apr-2025 ● 6	exam, reg.	page 130 / 309
			-	Aaster (120 ECTS) Manageme	-	P~30 130 / 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) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module title Abbreviation						
Europe	ean Eco	nomic Statistics			12-M-EWS-182-m01	
Modul	e coord	inator		Module offered by	<u> </u>	
		Chair of Econometrics		Faculty of Management and Economics		
ECTS	1	od of grading	Only after succ. con			
5	1	rical grade		• • • •		
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Conter	nts					
Outline of syllabus: 1. Subject and tasks of business and economic statistics 2. The European system of national accounting 3. The harmonised consumer price index 4. Structural indicators 5. Money and loans in the European monetary union 6. Data bases of EuroStat						
Intend	ed lear	ning outcomes				
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 macroe-conomic questions.						
Course	es (type	, number of weekly con	tact hours, language –	- if other than Germa	ın)	
V (2) +	Ü (2)					
		essment (type, scope, on on whether module			tion offered — if not	every seme-
		mination (approx. 60 m	inutes) or			
		(approx. 15 pages) ssessment: German an	d/or English			
	able for					
Allocat	tion of p	olaces				
Additio	onal inf	ormation				
Worklo	bad					
150 h	-					
Teachi	ng cycl	9				
		e: winter semester				
		LPOI (examination reg	gulations for teaching-	degree programmes)		
Modul	e appea	irs in				
		ee (1 major) Manageme	ent (2018)			
Master's degree (1 major) International Economic Policy (2018)						
Master's degree (1 major) China Business and Economics (2019)						
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) China Language and Economic (2021) Master's degree (1 major) International Economic Policy (2022)						
1	-	ee (1 major) Manageme	-	,		
	-	Management (2022)		g • generated 19-Apr-2025 • e	exam. reg.	page 132 / 309
			data record M	Aaster (120 ECTS) Manageme	nt - 2022	



Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 133 / 309
master s with i major management (2022)	Jino wuizbuig • generated 19-Apr-2025 • exam. reg.	page 133 / 309
	data record Master (120 ECTS) Management - 2022	

Module title				Abbreviation				
Policy	of Taxa	tion			12-M-F1-182-m01			
Modul	e coord	inator		Module offered by				
holder	of the (Chair of Public Finance		Faculty of Manager	nent and Economics			
ECTS	Metho	od of grading	Only after succ. cor	Only after succ. compl. of module(s)				
5	nume	rical grade						
Durati		Module level	Other prerequisites	Other prerequisites				
1 seme	ester	graduate						
Conter	nts							
In this holds i ding: la Conter 1. Fisca	Description: In this module, students will acquire a basic understanding of the tax system and structure applied to house- holds in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Rea- ding: lecture notes provided by Chair. Contents: 1. Fiscal harmonisation system in Germany							
3. Tax 1 4. Inco 5. Taxa	 Mechanics and problems of the VAT system Tax incidence analysis Income tax code Taxation of married couples and families Taxation and household decisions 							
		ning outcomes						
they an cific ta using s	re divide xes usin simple p	ng the course "Tax Poli ed between the Federa ng simple case studies partial equilibrium moc , number of weekly con	tion and the federal pro . Finally they can discu lels.	ovinces. They are abl ss tax induiced disto	e to explain the incient ortions of individual	dence of spe-		
V (2) +	Ü (2)							
		essment (type, scope, on on whether module			ition offered — if not	every seme-		
b) term Langua	n paper	nination (approx. 60 m (approx. 15 pages) ssessment: German ar bonus						
Alloca	tion of p	olaces						
Additio	onal inf	ormation						
Worklo	ad							
150 h								
Teachi	ng cycl	e						
Teaching cycle: summer semester								
Referred to in LPO I (examination regulations for teaching-degree programmes)								
Module appears in								
Master	Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018)							
	_	ee (1 major) China Busi		2019) g • generated 19-Apr-2025 • 6	exam reg	page 134 / 309		
				Aaster (120 ECTS) Manageme	-	P~3~ 1)4 /)09		

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			
Social Insurance and the Welfare State 12-M-F ₃ -182-mo1						
Modul	e coord	inator		Module offered by		
holder	holder of the Chair of Public Finance		Faculty of Managen	nent and Economics		
ECTS	Metho	od of grading	Only after succ. cor	npl. of module(s)		
5	nume	rical grade				
Durati	on	Module level	Other prerequisites	i		
1 seme		graduate				
Conter						
Description: This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy. Reading: lecture notes provided by Chair.						
1. Publ 2. The 3. Soci 4. The 5. Why	Contents: 1. Public intervention in insurance markets 2. The insurance function of social security 3. Social security and social morale 4. The optimal health insurance contract 5. Why do we need a public pension system? 6. Funding vs pay-as-you-go financing of public pensions					
Intend	ed learı	ning outcomes				
dation cuss th	of the s ne finan	ng the module "Theorie social security system i cing and contract struc uences of policy reform	n a market economy. U ture of the public heal	sing simple partial e	quilibrium models t	hey can dis-
Course	es (type	, number of weekly con	tact hours, language –	- if other than Germa	ın)	
V (2) +	Ü (2)					
		essment (type, scope, on on whether module			tion offered — if not	every seme-
b) tern Langua	n paper	nination (approx. 60 m (approx. 15 pages) ssessment: German ar bonus				
Alloca	tion of p	olaces				
Additi	onal inf	ormation				
Worklo	oad					
150 h						
Teaching cycle						
Teaching cycle: winter semester						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Module appears in						
	-	ee (1 major) Manageme ee (1 major) Internatior		18)		
	_	Management (2022)	JMU Würzburg	g • generated 19-Apr-2025 • e Master (120 ECTS) Manageme	-	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		
Optima	al Tax T	heory			12-M-F4-182-m01		
Modul	e coord	nator		Module offered by			
holder	of the C	hair of Public Finance		Faculty of Managen	nent and Economics		
ECTS	Metho	od of grading	Only after succ. con	nly after succ. compl. of module(s)			
5	nume	ical grade					
Duratio		Module level	Other prerequisites				
1 seme		graduate					
Conter							
The co for a ta pital. Examin dents v	Description: 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 ca- pital. Examining specific taxation issues such as eco-tax, family taxation and the taxation in an uncertain world, stu- dents will then gain more in-depth insights into these rules. Reading: Lecture notes will be provided.						
1. Opti 2. Opti	mal inc	abus: nmodity taxation ome taxation ation of families					
Intend	ed learr	ing outcomes					
They a	re able t	to apply this concept t	ts have a basic unders o specific normative qu , where they discuss sp	estions of tax policy	in practice. Student	s also learn	
Course	s (type	number of weekly cor	itact hours, language –	- if other than Germa	ın)		
V (2) + Modul		t in: English					
			language — if other th can be chosen to earn		tion offered — if not	every seme-	
b) term Langua	n paper	nination (approx. 60 n (approx. 15 pages) ssessment: English bonus	ninutes) or				
Allocat	tion of p	laces					
Additio	onal info	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	9					
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 w	rith 1 major	Management (2022)		g ● generated 19-Apr-2025 ● € Naster (120 ECTS) Manageme	-	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	e title				Abbreviation	
Case S	tudies	on Business Taxation			12-M-FER-161-m01	
Module	<u>coord</u>	inator		Module offered by		
			compant and Dusiness	· · ·	ont and Feanamies	
Taxatio		Chair of Business Mana	gement and busiless	raculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
by part	icipant culatior	ffers a cross-sectional s s in advance and will b n for tax purposes, taxa	e discussed in class. T	he focus will be on G	erman income taxat	tion, inco-
Intende	ed lear	ning outcomes				
Studen their ov		oen their knowlegde of	the German tax law. Th	ney are enabled to so	olve complex tax pro	blems on
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
S (2)		,				
		essment (type, scope, on on whether module			tion offered — if not	every seme-
Langua credita	ige of a ble for					
Allocat	ion of p	olaces				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	е				
Teachir	ng cycle	e: winter semester				
Referre	ed to in	LPO I (examination reg	gulations for teaching-	degree programmes)		
Module	e appea	irs in				
		ee (1 major) Business N	lanagement (2015)			
	-	ee (1 major) China Busi	•	2016)		
Master	's degr	ee (1 major) China Lang	uage and Economy (20	016)		
Master	's degr	ee (1 major) Manageme	nt (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)						
	-	ee (1 major) Economath		,		
exchan	ige prog	gram Business Manage	ment and Economics (2022)		
Master's wi	ith 1 majo	r Management (2022)		• generated 19-Apr-2025 • e	-	page 140 / 309
			data record M	Aaster (120 ECTS) Manageme	nt - 2022	

Module title			Abbreviation		
Analysis of Financial Market Data					
Modul	e coordinator		Module offered by		
	older of the Chair of Econometrics			nent and Economics	
ECTS	Method of grading	Only after succ. con	npl. of module(s)		
5	numerical grade				
Duratio		Other prerequisites			
1 seme					
Conter	nts				
Description: The module covers the fundamentals, methods and concepts for the empirical analysis of financial market da- ta. The concept of market efficiency is explained and critically examined with reference to the random walk hy- pothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and app- lied in practice. Based on the findings, market microstructure models that can explain some important empiri- cal 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. Syllabus: 1. Information efficiency 2. Random walk 3. Theoretical market models 4. Event studies 5. Univariate modelling of time series data 6. Models to explain volatility (ARCH and GARCH) 7. Estimation of the capital asset pricing model					
Alexan Campb Geyer, schaftl Hamilt Mills, 1	Reading: Alexander, C.: A Guide to Financial Data Analysis, Wiley. Campbell, JY, Lo, AW, MacKinley, AC: The Econometrics of Financial Markets, Princeton University Press. Geyer, A.: Information, Erwartung und Risiko. Aspekte der Verteilung, Abhängigkeit und Varianz von finanzwirt- schaftlichen Zeitreihen, Verlag V. Florentz. Hamilton, JD: Time Series Analysis, Princeton University Press. Mills, T.: Econometric Modelling of Financial Time Series, Cambridge University Press. Taylor, S.: Modelling Financial Time Series, Wiley.				
Intend	ed learning outcomes				
cal ana grams dent ha	Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empiri- cal analysis of financial market data. They can autonomously perform statistical test decisions with statistic pro- grams such as R and critically analyze their economic importance. In addition, the students learn the indepen- dent handling of empirical capital market data and at the end of the course, they will have the ability to develop own functions and routines, for example for R.				
Course	Courses (type, number of weekly contact hours, language — if other than German)				
V (2) +	Ü (2)				
	d of assessment (type, scope, la Iformation on whether module ca			tion offered — if not every seme-	
b) term Langua	ten examination (approx. 60 mir n paper (approx. 15 pages) age of assessment: German and able for bonus				

Master's with 1 maj	or Management	(2022)	
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Allocation of places

Additional information

Research track module in Master's programme IEP

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module appears in

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 142 / 309
	data record Master (120 ECTS) Management - 2022	

Master's with 1 major Management (2022)

Module title				Abbreviation		
Group Accounting 12-M-GA-221-m01					12-M-GA-221-m01	
Module	e coord	inator		Module offered by		
holder ting	of the (Chair of Business Manage	ement and Accoun-	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
As businesses expand, the complexity of managing and reporting financial information across multiple subsidia- ries and countries increases dramatically. Group accounting is crucial for companies operating on a large sca- le, as it involves consolidating diverse financial data into a single, cohesive set of financial statements that re- flect 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. Stu- dents 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 accoun- ting, e.g., the treatment of goodwill and why regulating it is becoming increasingly difficult. Outline • Economic principles of group accounting • Scope of consolidation • Preliminary measures • Capital consolidation • Debt consolidation • Consolidation • Consolidation of revenues and expenses						
		y consolidation ning outcomes				
 Upon completion of this module, students will be able to: Explain the essential concepts and elements of group accounting; Prepare consolidated financial statements and solve relevant consolidation issues; Recognize the necessity of consolidated financial statements and critically evaluate consolidated financial statements. Courses (type, number of weekly contact hours, language — if other than German) 						
V (2) +		,,,,,			-	
• • •	• •	t in: English				
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
written examination (approx. 60 to 120 minutes) Language of assessment: German and/or English creditable for bonus						
Allocat	ion of _l	olaces				
Additional information						
Workload						
150 h						
100						

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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) 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.	page 144 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title			Abbreviation				
Global Logistics & Supply Chain Management 12-M-GLSC-182-mo1					1			
	e coordinator		Module offered by					
holder	of the Chair of Logistics ar							
ECTS	Method of grading	Only after succ. cor	Only after succ. compl. of module(s)					
5	numerical grade							
Duratio	Duration Module level Other prerequisites							
1 seme	1 semester graduate							
Conten	its							
	ng of global production ne	upply Chain Management" tworks and demonstrates						
Intende	ed learning outcomes							
(i) anal (ii) deve	aluate the consequences of			s and methods to pl	an uncertain			
Course	s (type, number of weekly	contact hours, language -	– if other than Germa	n)				
V (2) + Module	Ü (2) e taught in: English							
		ope, language — if other th	an German examina	tion offered — if not	everv seme-			
		dule can be chosen to earr			every serife			
b) term Langua	en examination (approx. 6 paper (approx. 15 to 20 p age of assessment: English ble for bonus	ages)						
Allocat	ion of places							
Additio	onal information							
 Worklo	ad							
150 h								
	ng cycle							
	ng cycle: winter semester							
		n regulations for teaching-	degree programmoc)					
Referre			active programmes)					
	• • • • • • • • •	Module appears in						
Master	's degree (1 major) Manag		24.9)					
Master' Master'	's degree (1 major) Manag 's degree (1 major) Interna	tional Economic Policy (20						
Master Master Master	's degree (1 major) Manag 's degree (1 major) Interna 's degree (1 major) China I	tional Economic Policy (20 Business and Economics (2019)					
Master Master Master Master	's degree (1 major) Manag 's degree (1 major) Interna 's degree (1 major) China I 's degree (1 major) China I	tional Economic Policy (20 Business and Economics (anguage and Economy (20	2019)					
Master Master Master Master Master	's degree (1 major) Manag 's degree (1 major) Interna 's degree (1 major) China I 's degree (1 major) China I 's degree (1 major) Inform	tional Economic Policy (20 Business and Economics (2 Language and Economy (2 ation Systems (2019)	2019) 019)					
Master Master Master Master Master	's degree (1 major) Manag 's degree (1 major) Interna 's degree (1 major) China I 's degree (1 major) China I 's degree (1 major) Inform 's degree (1 major) China I	tional Economic Policy (20 Business and Economics (2 Language and Economy (2 ation Systems (2019) Business and Economics (2	2019) 019) 2021)					
Master Master Master Master Master Master	's degree (1 major) Manag 's degree (1 major) Interna 's degree (1 major) China I 's degree (1 major) China I 's degree (1 major) Inform 's degree (1 major) China I	tional Economic Policy (20 Business and Economics (2 Language and Economy (2 ation Systems (2019) Business and Economics (2 Language and Economy (20	2019) 019) 2021)					
Master Master Master Master Master Master Master	's degree (1 major) Manag 's degree (1 major) Interna 's degree (1 major) China I 's degree (1 major) China I 's degree (1 major) Inform 's degree (1 major) China I	tional Economic Policy (20 Business and Economics (2 Language and Economy (2 ation Systems (2019) Business and Economics (2 Language and Economy (2 nathematics (2021)	2019) 019) 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 International (2024)
Master's degree (1 major) Management (2024)
Master's degree (1 major) Information Systems (2024)
Master's degree (1 major) International Economic Policy (2024)
Master's degree (1 major) Economathematics (2024)
Master's degree (1 major) Information Systems (2025)
Master's degree (1 major) International Economic Policy (2025)
Master's degree (1 major) Management (2025)
Master's degree (1 major) Management International (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 146 / 309
	data record Master (120 ECTS) Management - 2022	

Module title Abbreviation							
Global	Global Value Management 12-M-GVM-161-m01						
Module coordinator				Module offered by			
Dean o mics	of the Fa	aculty of Business Man	agement and Econo-	Faculty of Managen	nent and Economics		
ECTS	Meth	od of grading	Only after succ. compl. of module(s)				
5	nume	rical grade					
Duration Module level Other prerequisites							
1 seme	ster	graduate					
Conten	Its						
In this	course	, students will explore s	selected issues of proc	urement, production	and logistics manag	gement.	
		ning outcomes		· · · · · ·			
ciplina gemen and us Course	ry and t at lea ually in s (type	social competences are st partially independer itercultural) cooperatio	e in the management o e taught, because these it capabilities provide a n to deal with the comp itact hours, language –	e from procurement, a not important succe blex problems of the	production and logi ess factor of a succe global value manag	stics mana- ssful (global	
V (2) + Course		alternatively eLearning,	S, WS				
			language — if other the can be chosen to earn		tion offered — if not	every seme-	
	ment o ble for	bonus	nd/or English in which the course is	offered and in the su	ubsequent semester		
Additio	onal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	e					
Teachi	ng cycl	e: no courses offered					
Referre	ed to in	LPO I (examination re	gulations for teaching-	degree programmes)			
			<u> </u>				
Module	e appea	ars in					
Master	's degr	ee (1 major) Economatl	nematics (2016)				
Master	's degr	ee (1 major) Business N	Aanagement (2015)				
	-		iness and Economics (2				
	-		al Economic Policy (20	-			
	-		guage and Economy (20	016)			
	-	ee (1 major) Manageme		- 0)			
	-		nal Economic Policy (20				
	-		iness and Economics (2 guage and Economy (20	-			
I	5 4651						
Master's w	ith 1 majo	r Management (2022)	-	g • generated 19-Apr-2025 • e Naster (120 ECTS) Manageme	-	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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 148 / 309
	data record Master (120 ECTS) Management - 2022	

	tle			Abbreviation		
Human Re	esource Management and		12-M-HRM-222-mo	1		
Module co	Module coordinator Module offered by					
	older of the Chair for Human Resource Management and Faculty of Management and Economics					
Organisation						
ECTS M	ethod of grading	Only after succ. con	npl. of module(s)			
5 nı	umerical grade					
Duration	Module level	Other prerequisites	i			
1 semeste	er graduate					
Contents						
technique	re "Human Resource Mana es and empirical results fro ne different actors in indus	m the areas of human r				
Syllabus						
Introduction	on: Human Resource Man	agement & Industrial Re	elationships			
Chapter 1:	: The employment contract	[formal model]				
Chapter 2:	: Motivation [formal mode]				
Chapter 3:	: Employee resistance aga	inst reorganisations [en	npirical study]			
Chapter 4:	: The role of works council	s [formal model]				
Chapter 5:	: Works councils and the e	mployer wage structure	[empirical study]			
Chapter 6	: The behaviour of labour	unions [formal model]				
Chapter 7:	: Learning process of emp	oyers [formal model an	d empirical study]			
Chapter 8	: Demographic challenges	of HRM [formal model a	and empirical study]			
Intended	learning outcomes					
	f the lectures is to enable rical results in the area hu				•	
Courses (t	type, number of weekly co	ntact hours, language –	- if other than Germa	n)		
V (2) + Ü (2) aught in: English					
Module ta		, language — if other th	an German, examina	tion offered — if not		
Method of	mation on whether modul		a bonus)		every seme-	
Method of ster, inforr a) written b) term pa		e can be chosen to earn	a bonus)		every seme-	
Method of ster, infor a) written b) term pa	mation on whether modul examination (approx. 60 r aper (approx. 15 pages) of assessment: English	e can be chosen to earn	a bonus)		every seme-	
Method of ster, inform a) written b) term pa Language Allocation WM6: There are gement, Ir mics) and ted to stud	mation on whether modul examination (approx. 60 r aper (approx. 15 pages) of assessment: English	e can be chosen to earn ninutes) or to available places for icy, Information System s well as China Busines	students of the Mast s, Wirtschaftsmather ss and Economics. A	natik (Mathematics total of 20 places wi	imes Mana- for Econo- Il be alloca-	

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 degree (1 major) Economathematics (2022)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 150 / 309
	data record Master (120 ECTS) Management - 2022	

Module title				Abbreviation			
Interna	International Taxation 12-M-IB-161-m01						
Module coordinator M				Module offered by	<u>.</u>		
holder of the Chair of Business Management and Business Faculty of Management and Economics							
ECTS Method of grading Only after succ. compl. of module(s)							
5	5 numerical grade						
Durati	on	Module level	Other prerequisites				
1 seme	ester	graduate					
Conter	nts						
Studer law, th on (mo res. Co	nts beco le funct ostly trig omplex	iscusses tax aspects (legome familiar with the pri ion of double taxation tr ggered by the Court of Ju case studies are used fo	nciples of internation eaties as well as rece stice of the European	al taxation, relevant nt developments of t Union). The topics a	aspects of German i axation within the E re introduced in the	ncome tax uropean Uni-	
Intend	ed lear	ning outcomes					
(i) to a (ii) to a (iii) sys The stu	After completion of the module students are able (i) to assess tax issues of cross-border business activities and develop structured solutions; (ii) to assess the economic effects of rules of international tax law on its own; (iii) systematically apply double tax treaties. The students have knowledge of the basics of international taxation and the German international tax law. They						
cross-l	border l	dge and to analyze, usin ousiness activities indep	pendently and to deve	lop design proposal	s for the solution.	ation of	
	es (type	, number of weekly cont	act hours, language –	- if other than Germa	n)		
S (2)	_		_				
		sessment (type, scope, l ion on whether module o			tion offered — if not	every seme-	
b) term Langua Assess	n paper age of a	mination (approx. 60 mi (approx. 15 pages), pres issessment: German and iffered: To be announced bonus	sentation of term pape d/or English	er (approx. 20 minute	es), weighted 3:2		
Alloca	tion of	places					
by lot a numbe	among er of pla	Should the number of a all applicants irrespectiv ices will be allocated in t s they become available	ve of their subjects. (2 the same procedure. () Places on all cours	es of the module wit	h a restricted	
Additio	onal inf	ormation					
Worklo	oad						
150 h							
Teachi	ing cycl	e					
Teachi	ng cycl	e: summer semester					
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)			
Modul	e appea	ars in					
Master	r's degr	ee (1 major) Business M	anagement (2015)				
Master's w	vith 1 majo	r Management (2022)		g • generated 19-Apr-2025 • e Naster (120 ECTS) Manageme	-	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) Economathematics (2021)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
exchange program Business Management and Economics (2022)
exenange program Business management and Economies (2022)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 152 / 309
	data record Master (120 ECTS) Management - 2022	

Module title Abbreviation							
E-Business Strategies 12-M-IBS-192-mo1							
Module coordinator				Module offered by	<u> </u>		
holder	holder of the Chair of Information Systems Engineering			Faculty of Managen	nent and Economics		
ECTS	1	od of grading	Only after succ. compl. of module(s)				
5	numerical grade						
Duration Module level Other prerequisites							
1 seme	1 semester graduate						
Conten	nts						
industı applied	ries and d to dig	rovides an overview of I value networks. To thi ital innovations and illu nown digital companies	s end, concepts and fr ustrated with numerou	ameworks from strat s examples. In the ac	egic technology mar ccompanying exercis	nagement are	
Intend	ed lear	ning outcomes					
- Under logies.		heoretical concepts of	strategy development	and implementation	in the context of dig	gital techno-	
- Apply applica		nt frames of reference	and understand their s	trengths and weakne	esses in the context	of practical	
- Trans	fer the	concepts to real busine	ss situations				
Course	s (type	, number of weekly con	tact hours, language –	– if other than Germa	ın)		
V (2) +	Ü (2)						
		s essment (type, scope, on on whether module			tion offered — if not	every seme-	
b) oral approx Langua	examir x. 30 mi	ssessment: German an	ach: approx. 10 to 15 n	ninutes, groups of 2:	approx. 20 minutes	, groups of 3:	
Allocat	tion of p	olaces					
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.							
Additio	onal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	e					
Teachi	ng cycle	e: winter semester					
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)			
Module	e appea	irs in					
		ee (1 major) Information ee (1 major) China Busi		2021)			
Master's w	ith 1 majo	r Management (2022)		g • generated 19-Apr-2025 • e Master (120 ECTS) Manageme	-	page 153 / 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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 154 / 309
	data record Master (120 ECTS) Management - 2022	

Interrute Financial Management 12-M-IFM-222-m01 Module cordinator Module offered by holder of the Chair of Monetary Economics and International Financial Markets Faculty of Management and Economics S numerical grade	Module	title				Abbreviation
holder of the Chair of Monetary Economics and Internatio- nal 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 env ment. Topics include the foreign exchange market, the international monetary system as well as the determine on of exchange rates and foreign currency risk. The module also covers international financial markets and fan Intended learning outcomes Students who complete the module will have a basic understanding of the theoretical and practical aspects international financial markets and interpret them using the theoretical foundations and practical examples covered in module. Courses (type, number of weekly contact hours, language — if other than German) V (2) + 0 (2) Module taught in: English Method of assessment: English Method of assessment: English Courses (type, scope, language — if other than German, examination offered — if not every se ster, information on whether module can be chosen to earn a bonus) written examination (approx. 60 minutes) Language of assessment: English Teaching cycle	Internat	tional	Financial Management			12-M-IFM-222-m01
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 levet Other prerequisites 1 semester graduate - Contents The module introduces students to the financial management of firms engaged in a globalized business env ment. Topics include the foreign exchange market, the international monetary system as well as the determi of exchange rates and foreign currency risk. The module also covers international capital markets and fan Intended learning outcomes Students who complete the module will have a basic understanding of the theoretical and practical aspects Intended learning outcomes Students who complete the module will have a basic understanding of the theoretical and practical aspects Intended learning outcomes Students who complete the module will have a basic understanding of the theoretical and practical aspects Intended learning outcomes Students who complete the module will have a basic understanding of the theoretical and practical aspects Intended learning outcomes <th colspan="4">Module coordinator</th> <th>Module offered by</th> <th></th>	Module coordinator				Module offered by	
ECTS Method of grading Only after succ. compl. of module(s) 5 numerical grade	holder of the Chair of Monetary Economics and Internatio-			mics and Internatio-		nent and Economics
5 numerical grade	nal Financial Markets					
Duration Module level Other prerequisites 1 semester graduate				Only after succ. con	npl. of module(s)	
1 semester graduate	5	nume	rical grade			
Contents The module introduces students to the financial management of firms engaged in a globalized business env ment. Topics include the foreign exchange market, the international monetary system as well as the determi on of exchange rates and foreign currency risk. The module also covers international financial markets and fan Intended learning outcomes 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 international financial management. Moreover, they should also be able to understand current development in financial markets and interpret them using the theoretical foundations and practical examples covered in module. Courses (type, number of weekly contact hours, language — if other than German) V (2) + Û (2) Module taught in: English Method of assessment (type, scope, language — if other than German, examination offered — if not every seter, information on whether module can be chosen to earn a bonus) written examination (approx. 60 minutes) Language of assessment: English Allocation of places - - Additional information - - Morkload 150 h Teaching cycle:	Duratio	n	Module level	Other prerequisites		
The module introduces students to the financial management of firms engaged in a globalized business env ment. Topics include the foreign exchange market, the international monetary system as well as the determi on of exchange rates and foreign currency risk. The module also covers international capital markets and fan rizes 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 international financial management. Moreover, they should also be able to understand current development in financial markets and interpret them using the theoretical foundations and practical examples covered in module. Courses (type, number of weekly contact hours, language — if other than German) V (2) + 0 (2) Module taught in: English Method of assessment (type, scope, language — if other than German, examination offered — if not every se ster, 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 	1 semes	ster	graduate			
ment. Topics include the foreign exchange market, the international monetary system as well as the determi on of exchange rates and foreign currency risk. The module also covers international capital markets and fan rizes students with methods and data sources required for the analysis of international financial markets. Intendel learning outcomes Students who complete the module will have a basic understanding of the theoretical and practical aspects international financial management. Moreover, they should also be able to understand current development in financial markets and interpret them using the theoretical foundations and practical examples covered in module. Courses (type, number of weekly contact hours, language — if other than German) V (2) + Ú (2) Module taught in: English Method of assessment (type, scope, language — if other than German, examination offered — if not every se ster, 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 	Content	s				
Students who complete the module will have a basic understanding of the theoretical and practical aspects international financial management. Moreover, they should also be able to understand current development in financial markets and interpret them using the theoretical foundations and practical examples covered in 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 se ster, information on whether module can be chosen to earn a bonus) written examination (approx. 60 minutes) Language of assessment: 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) Management (2018) Master's degree (1 major) Economathematics (2021)	ment. To on of ex rizes stu	opics i chang udents	nclude the foreign exch e rates and foreign curre with methods and data	ange market, the inter ency risk. The module	national monetary s also covers internati	ystem as well as the determination ional capital markets and familia
international financial management. Moreover, they should also be able to understand current development in financial markets and interpret them using the theoretical foundations and practical examples covered in 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 se ster, information on whether module can be chosen to earn a bonus) written examination (approx. 60 minutes) Language of assessment: 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) Management (2018) Master's degree (1 major) Economathematics (2021)	Intende	d learr	ning outcomes			
V (2) + Ü (2) Module taught in: English Method of assessment (type, scope, language — if other than German, examination offered — if not every se ster, 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)	internat in finan	ional f cial ma	inancial management. I	Noreover, they should	also be able to und	erstand current developments
Module taught in: English Method of assessment (type, scope, language — if other than German, examination offered — if not every se ster, 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)	Courses	s (type	number of weekly cont	act hours, language –	- if other than Germa	ın)
creditable for bonus Allocation of places Additional information Workload 150 h Teaching cycle Teaching cycles 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)	Method ster, inf written	of ass ormati examir	essment (type, scope, l on on whether module o nation (approx. 60 minu	can be chosen to earn		tion offered — if not every seme-
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)						
 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)	Allocati	on of p	olaces			
 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)						
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)	Additio	nal info	ormation			
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)						
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)	Workloa	ad				
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)						
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)	-	g cycl	9			
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)						
Module appears in Master's degree (1 major) Management (2018) Master's degree (1 major) Economathematics (2021)				ulations for teaching-	degree programmes)	
Master's degree (1 major) Management (2018) Master's degree (1 major) Economathematics (2021)			,			
Master's degree (1 major) Management (2018) Master's degree (1 major) Economathematics (2021)	Module	appea	rs in			
Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)	Master': Master': Master':	s degre s degre s degre	ee (1 major) Managemer ee (1 major) Economath ee (1 major) Internationa	ematics (2021) al Economic Policy (20	22)	
Master's degree (1 major) Economathematics (2022)		-				

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

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

Module					Abbreviation	
Strategic Managerial Accounting					12-M-INST-182-m01	
Module coordinator				Module offered by	<u> </u>	
holder of the Chair of Business Management, Controlling					nent and Economics	
and Ac		-	ement, controlling	Faculty of Managen		
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	1	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten	its		<u>.</u>			
enterpr as the Second technic	rises. F emerge d, the m ques, ir	ocuses on accounting ins irst, it addresses importa ence of cost and quality a nodule covers analytical nstruments of target cost h regard to their theoreti	ant drivers of strategic advantages in compet and heuristic techniq ing, life cycle cost an	c decisions from a m tition as well as scale ues of planning and alysis, benchmarking	icroeconomic perspe e and experience cu control. In the conte	ective, such ve effects. ext of these
Intend	ed lear	ning outcomes				
control hs and	within weakn	ledge about fundamenta enterprises is acquired. esses and therewith fiel used by practitioners.	What is more, the mo	odule conveys obtair	ing knowledge abou	ut the strengt
Course	s (type	, number of weekly conta	act hours, language –	- if other than Germa	ın)	
V (2) +	Ü (2)					
ster, in a) writt	formati en exa	sessment (type, scope, la ion on whether module c mination (approx. 60 min (approx. 15 pages)	an be chosen to earn		tion offered — if not	every seme-
	age of a	ssessment: German and	l/or English			
Allocat	ion of _l	places				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
	ng eu el	•				
Teachi Teachi						
		e: summer semester				
Referre	ed to in	LPOI (examination regu	ulations for teaching-	degree programmes)		
Module	e appea	ars in				
Master	's degr	ee (1 major) Managemen	it (2018)			
	-	ee (1 major) Internationa				
	-	ee (1 major) China Busin		•		
	-	ee (1 major) China Langu	- ,	019)		
	-	ee (1 major) Information		、 、		
	-	ee (1 major) China Busin				
	-	ee (1 major) China Langu	- ,	021)		
	-	ee (1 major) Economathe		g ● generated 19-Apr-2025 ● e	exam. reg.	page 158 / 309
				Aaster (120 ECTS) Manageme	-	1.00.507.509

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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 159 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title				Abbreviation	
IT-Management 12-M-ITM-161-m01						
Module	e coordi	nator		Module offered by		
holder	ler of the Chair of Information Systems Engineering				nent and Economics	
ECTS	î	d of grading	Only after succ. con	Only after succ. compl. of module(s)		
5	numer	rical grade				
Duratio	·	Module level	Other prerequisites			
1 semester graduate						
Conten						
Conten This co ment.		ovides students with a	n in-depth overview of	aims, tasks and app	ropriate methods of	IT manage-
1. Orga 2. IT str 3. IT org 4. Man 5. Enter 6. IT pro 7. IT se 8. IT law 9. IT co Readin • H • T • H Intende After co 1. oven 2. unde	Intended learning outcomes After completing the course "IT Management", students will be able to 1. overview the different aspects to be considered regarding a purposeful IT management;					
3. independently perform system search and selection in a team project (only after participation in the practice lessons).						
		number of weekly con	tact hours, language –	- if other than Germa	n)	
V (2) +	Ű (2)					
			language — if other the can be chosen to earn		tion offered — if not	every seme-
 a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: German and/or English creditable for bonus 						
Allocat	ion of p	laces				
Additio	nal info	ormation				
Worklo	ad					
150 h						
Master's wi	ith 1 major	Management (2022)		g • generated 19-Apr-2025 • e Master (120 ECTS) Manageme	-	page 160 / 309

Teaching cycle

Teaching cycle: summer semester

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

Module appears in	Module	appears	in
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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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 161 / 309
	data record Master (120 ECTS) Management - 2022	

Module	Module title Abbreviation					
Interna	ational	Trade and the Multination	12-M-ITMF-182-m01			
Module	e coord	linator		Module offered by		
holder	holder of the Chair of International Econ		onomics	Faculty of Managen	nent and Economics	
ECTS	ECTS Method of grading Only after succ. compl. of module(s)					
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	1 semester graduate					
Conten	its					
<u>Conten</u>	<u>nt</u>					
scher-0 trade.	Ohlin) f The fina	ollowed by theories base	ed on monopolistic ar geneity and multinati	d oligopolistic com	advantage (Ricardo and Heck- betition to explain intra-industry ermits the Armington model and	
<u>Outline</u>	<u>5</u>					
l Ricard	dian Tra	ade Theory				
II Heck	scher-(Ohlin Trade Theory				
III New	Trade	Theory: Intra-Industry Tra	ide, Increasing Return	s to Scale, Imperfec	t Competition	
IV Firm	Hetero	geneity, Trade and FDI				
V The N	Multina	tional Firm				
Literatu	ure:					
further	referei				detailed list of references with lecture. Material from the followi-	
Helpm	an, E. (2011). Understanding Glo	bal Trade. Princeton	University Press.		
Feenst Edition		(2016). Advanced Intern	ational Trade. Theory	and Evidence. Princ	eton University Press, Second	
Caves,	R., R.W	/. Jones and J.A. Frankel ((2007). World Trade a	nd Payments. Addiso	on Wesley	
Bhagw Press	ati, J., /	A. Panagariya and T. N. S	rinivasan (1998). Lect	ures on Internationa	ll Trade. Second Edition. MIT	
Gando	lfo, G. ((1998). International Trac	le Theory and Policy.	Springer-Verlag, Berl	in and New York	
Markus	sen, J.R	., J.R. Melvin, W.H. Kaem	pfer, K. E. Maskus (19	95). International Tr	ade. McGrawHill	
Barba Press	Barba Navaretti, G. and A.J. Venables (2004). Multinational Firms in the World Economy. Princeton University Press					
Intend	ed lear	ning outcomes				
ments lopmer	of spea nts and	cialization patterns in the to apply the tools and m	e global economy. The nethods to evaluate co	ey learn to analyze, d ontroversies associa	of world trade and the develop- liscuss and defend these deve- ted with the ongoing deepening al economy on national econo-	

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

V (2) + Ü (2)

Module taught in: English

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

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

b) term paper (approx. 15 pages)

Language of assessment: English

creditable for bonus

Allocation of places

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

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

Module					Abbreviation
Informa	ation S	systems and Artificia	l Intelligence 1		12-M-Kl1-221-m01
Module coordinator				Module offered by	
Dean o mics	Dean of the Faculty of Business Managemer mics		anagement and Econo-	Faculty of Manager	nent and Economics
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites	quisites	
1 seme	ster	graduate			
Conten	ts				
• c • a • c	ourses dditio	taken at other Germ nal courses offered o offered by new Chai	f transferring credits from an or non-German univer n a short-term basis rs that are yet to be inclu- rs will ensure that the cou	sities ded in the FSB (subj	
		ning outcomes			
As a res	sult of	accrediting multiple	kinds of modules, a desc	ription of acquired s	kills cannot be given.
Course	s (type	, number of weekly c	ontact hours, language –	- if other than Germa	an)
V (2) +	Ü (2)				
a) writt b) oral c) term Langua	en exa examin paper nge of a ment o ble for	mination (approx. 6c nation in groups of u (15 to 20 pages) assessment: German offered: In the semest bonus	p to 3 candidates (approx	a. 10 minutes per car	ididate) or
		places			
Additio	nal in	ormation			
Worklo	ad				
150 h					
Toachir	ng cyc	<u> </u>			
Teacini					
	ng cycl	e: no courses offered	I		
Teachir		e: no courses offered	regulations for teaching-	degree programmes	
Teachir		e: no courses offered		degree programmes	
Teachir Referre 	ed to in	e: no courses offered LPO I (examination		degree programmes))
Teachir Referre Module	ed to in e appe	e: no courses offered LPO I (examination	regulations for teaching-	degree programmesj)
Teachir Referre Module Master Master	ed to in e appe 's degr 's degr	e: no courses offered LPO I (examination ars in ree (1 major) Manage ree (1 major) Internati	regulations for teaching- ment (2018) ional Economic Policy (20)
Teachir Referre Module Master Master Master	ed to in e appea 's degr 's degr 's degr	e: no courses offered LPO I (examination ars in ree (1 major) Manage ree (1 major) Internati ree (1 major) Informat	regulations for teaching- ment (2018) ional Economic Policy (20 ion Systems (2019)		
Teachir Referre Module Master Master Master Master	ed to in e appea 's degr 's degr 's degr 's degr	e: no courses offered LPO I (examination ars in ree (1 major) Manage ree (1 major) Internati ree (1 major) Informat ree (1 major) Informat	regulations for teaching- ment (2018) ional Economic Policy (20 ion Systems (2019) ion Systems (2022)	18)	
Teachir Referre Master Master Master Master Master Master	ed to in e appe 's degr 's degr 's degr 's degr 's degr	e: no courses offered LPO I (examination ars in ree (1 major) Manage ree (1 major) Internati ree (1 major) Informat ree (1 major) Informat	regulations for teaching- ment (2018) ional Economic Policy (20 ion Systems (2019) ion Systems (2022)	18))

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Module				· · · · · · · · · · · · · · · · · · ·	Abbreviation
Inform	ation S	ystems and Artificial	Intelligence 2		12-M-Kl2-221-m01
Module	e coord	inator		Module offered by	
	Dean of the Faculty of Business Management and Econo-				ment and Economics
mics	, _				
ECTS	Metho	od of grading	Only after succ. con	compl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	Its				
• c • a • c	ourses dditior ourses	taken at other Germa al courses offered or offered by new Chair	transferring credits from an or non-German univer n a short-term basis rs that are yet to be inclus s will ensure that the cou	ded in the FSB (subj	
Intend	ed learı	ning outcomes			
		-	kinds of modules, a desc	ription of acquired s	kills cannot be given.
			ontact hours, language –		
V (2) +					
			e, language — if other th le can be chosen to earn		ation offered — if not every seme
c) term Langua Assess	paper age of a	(15 to 20 pages) ssessment: German ffered: In the semest	o to 3 candidates (approx and/or English er in which the course is		
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
	ng cycl	e			
		e: no courses offered			
			regulations for teaching-	degree programmes)
Module	e appea	urs in			
Master Master	's degro	ee (1 major) Manager ee (1 major) Internati ee (1 major) Informat ee (1 major) Informat	onal Economic Policy (20 ion Systems (2019)	18)	
	-	-	•		
master	Jucan	ee (I majoi) miemain	onal Economic Policy (20	22)	

Modul					Abbreviation	
Coordi	nation,	Budgeting and Incenti	ves in Organizations		12-M-KOBO-182-mc	01
Modul	e coord	inator		Module offered by		
		hair of Business Mana	gement Controlling	•	nent and Economics	
	countin					
ECTS	1	d of grading	Only after succ. compl. of module(s)			
5	nume	rical grade		•		
Duratio	on	Module level	Other prerequisites			
1 seme		graduate				
Conter	nts	-				
course as info	first dis rmatior	ocuses on accounting-b scusses the role of acco al analyses. Afterward nanagement, transfer p	ounting in the context of the most common in	of decision-making a struments of behavi	nd behavioral contro oral controlling (bud	olling as wel
Intend	ed learr	ning outcomes		<u> </u>	•	
This m quirem	odule a ients or	ims to provide knowled instruments used for l opment of coordinatio	ehavioral control are			
Course	es (type,	number of weekly con	tact hours, language –	- if other than Germa	ın)	
V (2) +	Ü (2)					
		essment (type, scope, on on whether module			ition offered — if not	every seme-
	ible for t ion of p					
		ormation				
Additio		ormation				
Worklo	bad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycle	e: winter semester				
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
Modul	e appea	rs in				
		ee (1 major) Manageme	nt (2018)			
	-	ee (1 major) Internation		18)		
	-	ee (1 major) China Busi	•			
Master	r's degre	ee (1 major) China Lang	uage and Economy (20	019)		
	-	ee (1 major) Informatior				
	-	ee (1 major) China Busi				
	's degre		. – (121)		
	-	ee (1 major) China Lang	- ,	JZ1)		
Master	r's degre	ee (1 major) Economath	ematics (2021)	JZ 1)		
Master Master	r's degre r's degre		ematics (2021) Systems (2022)			



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.	page 167 / 309
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Module title			Abbreviation			
Industrial Management 2			12-M-LA-182-m01			
Module coordinator				Module offered by	<u> </u>	
		Chair of Business Mana	gement and Industrial		nent and Economics	
Manag		chair of Busiliess Mana		ruculty of Managen		
ECTS Method of grading Only after succ. compl. of				npl. of module(s)		
5	nume	rical grade				
Duratio	Duration Module level Other prerequisites					
1 seme	ster	graduate				
Conten	ts					
method	ds and	nalyses and classifies a models of lot sizing and mes as well as the plar	scheduling. The focu	s is on the determina		
Intende	ed lear	ning outcomes				
the det sequer cies are tative r le stud can als	ermina nces. Th e conve nodels ents ca so arrar	n essential concepts, pr ation of optimal product nen, based on this expe eyed, which allow the in for the derivation and a an answer, analyze and nge the planning areas i and control.	ion and transport volu rtise related knowledg naging of realistic situa issessment of alternat structure questions of	mes as well as the p e broadening and de tions and problems ive courses of action production planning	lanning of productio eepening, essential using mathematical . After completion o g and control, goal-o	n and order competen- l and quanti- f the modu- riented. They
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
V (2) +						
		night also be offered as		· · · · · · · · · · · · · · · · · · ·		
		sessment (type, scope, ion on whether module			tion offered — if not	every seme-
b) pres c) term d) entir e) portf	entatic paper rely or j folio (a age of a	mination (approx. 40 to on (approx. 20 minutes) (30 to 40 pages) or partly computerised wri pprox. 20 pages) assessment: German an bonus	and term paper (15 to tten examination (appl		1:1 Or	
Allocat						
20 plac by lot a numbe	ces. (1) among r of pla	Should the number of a all applicants irrespecti ices will be allocated in s they become available	ve of their subjects. (2) the same procedure. () Places on all cours	es of the module wit	h a restricted
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycl	e: after announcement				
Referre	ed to in	LPO I (examination reg	gulations for teaching-	degree programmes)		
Module	e appea	ars in				
Master's w	ith 1 majo	r Management (2022)	-	; • generated 19-Apr-2025 • e laster (120 ECTS) Manageme	-	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) 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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 169 / 309
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Modul				-	Abbreviation	
Semina	ar: App	lied Analytics in Logisti	cs & Supply Chain Ma	nagement	12-M-LSCM-222-m	01
Modul	Module coordinator			Module offered by		
holder	ofthe	Chair of Logistics and Q	uantitative Methods	· · ·	nent and Economics	
ECTS			Only after succ. con	· · · · ·		
10		rical grade		• • • •		
Duratio	on	Module level	Other prerequisites	;		
1 seme	ester	graduate				
Conten	nts					
founde compa of quar nicatio blems access	ed and r nies be ntitative n syste have be to nece	decision makers in taki relevant information. M cause they considerable e planning methods has ms: Advanced tools are een integrated in standa essary data has substan ning outcomes	any of these decisions by influence today's as s been strongly suppor available at low costs ard software, the user	have significant imp well as tomorrow's of ted by the developm s, versatile methods friendliness has imp	bact on the competit costs and revenues. Thent of information a to model and solve p roved, and last but r	iveness of The adoptio Ind commu- planning pro
potenti minar l	ial solu learn al	ective of this seminar is tions. Planning procedu pout actual planning pro mpanies address these	ures are applied to solve blems in Logistics and	ve real problems in c	ompanies. Participa	nts in this s
Course	es (type	, number of weekly con	tact hours, language –	- if other than Germa	an)	
S (2)						
		sessment (type, scope, ion on whether module			ition offered — if not	every seme
		pprox. 20 to 25 pages) a ssessment: German an		rox. 20 minutes) (we	ighted 2:1)	
Allocat	tion of p	olaces				
(1) Stud Method (2) Ame ding to Manag the app	d the nu dents w ds will l ong app the tot gement plicant	mber of applications ex who already have succes be given preferential co plicants with the same is cal number of ECTS cred (Logistics and Supply C has selected which incl plicants with the same is	ssfully completed cour nsideration. number of successfully its achieved in manda hain Management) or udes courses offered l	ses offered by the C y completed module tory courses of the f Value Chain Manage by the Chair.	hair of Logistics and s, places will be allo ocus Logistik und Su ement or another spe	Quantitative cated accor- pply Chain
Additic	onal inf	ormation				
Worklo	oad					
300 h						
-	ng cycl	e				
		e: each semester				
		LPOI (examination reg	ulations for teaching-	degree programmes		
		,				
Modul	e appea	ars in				
		ee (1 major) Internation	al Economic Policy (20	022)		
	_	r Management (2022)	-	g • generated 19-Apr-2025 • G	avam rog	page 170 / co
nasiel S W	nan i majo	i management (2022)		Aaster (120 ECTS) Manageme	-	page 170 / 30



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.	page 171 / 309
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Manag	e title			Abbreviation	
manag	erial Analytics & Decision Ma	king		12-M-MADM-182-m	01
Module	e coordinator		Module offered by		
	of the Chair of Logistics and (Juantitative Methods	· · · ·	nent and Economics	
ECTS	Method of grading	Only after succ. con	, ,		
5	numerical grade				
Duratio	· · · · · · · · · · · · · · · · · · ·		•		
1 seme		Other prerequisites			
Conten					
a diver	urse "Managerial Analytics & se set of management proble le case studies.				
Intend	ed learning outcomes				
(i) bette (ii) app sion ma	ompleting this course student er understand and structure p ly important theoretical and e aking; olement advanced analytical i	roblems; empirical frameworks to		_	nd bad deci-
Course	s (type, number of weekly cor	ntact hours, language –	– if other than Germa	n)	
V (2) +	Ü (2)				
Module	e taught in: English				
ster, in a) writt b) term	d of assessment (type, scope, formation on whether module en examination (approx. 60 n paper (approx. 15 to 20 page age of assessment: English	e can be chosen to earn ninutes) or		tion offered — if not	every seme-
	ble for bonus				
Allocat	ion of places				
Additio	onal information				
Workin					
Worklo					
150 h	ng cycle				
150 h Teachi i	ng cycle				
150 h Teachi i Teachii	ng cycle: winter semester	gulations for toaching	degree programmer)		
150 h Teachi i Teachii		gulations for teaching-	degree programmes)		
150 h Teachin Teachin Referre 	ng cycle: winter semester ed to in LPO I (examination re	gulations for teaching-	degree programmes)		
150 h Teachin Teachin Referre Module	ng cycle: winter semester ed to in LPO I (examination re e appears in		degree programmes)		
150 h Teachin Teachin Referre Module Master	ng cycle: winter semester ed to in LPO I (examination re e appears in 's degree (1 major) Managemo	ent (2018)			
150 h Teachin Teachin Referre Module Master Master	ng cycle: winter semester ed to in LPO I (examination re e appears in 's degree (1 major) Manageme 's degree (1 major) Internation	ent (2018) 1al Economic Policy (20	018)		
150 h Teachin Teachin Referre Module Master Master Master	ng cycle: winter semester ed to in LPO I (examination re e appears in 's degree (1 major) Manageme 's degree (1 major) Internation 's degree (1 major) China Bus	ent (2018) nal Economic Policy (2c iness and Economics (2	018) 2019)		
150 h Teachin Teachin Referre Module Master Master Master Master	ng cycle: winter semester ed to in LPO I (examination re e appears in "s degree (1 major) Managem "s degree (1 major) Internation "s degree (1 major) China Bus "s degree (1 major) China Lan	ent (2018) nal Economic Policy (2c iness and Economics (2 guage and Economy (20	018) 2019)		
150 h Teachin Teachin Referre Master Master Master Master Master Master	ng cycle: winter semester ed to in LPO I (examination re e appears in "s degree (1 major) Manageme "s degree (1 major) Internation "s degree (1 major) China Bus "s degree (1 major) China Lang "s degree (1 major) Information	ent (2018) nal Economic Policy (20 iness and Economics (2 guage and Economy (20 n Systems (2019)	018) 2019) 019)		
150 h Teachin Teachin Referre Module Master Master Master Master Master Master	ng cycle: winter semester ed to in LPO I (examination re e appears in 's degree (1 major) Manageme 's degree (1 major) Internation 's degree (1 major) China Bus 's degree (1 major) China Lang 's degree (1 major) Information 's degree (1 major) China Bus	ent (2018) nal Economic Policy (20 iness and Economics (20 guage and Economy (20 n Systems (2019) iness and Economics (2	018) 2019) 019) 2021)		
150 h Teachin Teachin Referre Module Master Master Master Master Master Master Master Master	ng cycle: winter semester ed to in LPO I (examination re e appears in 's degree (1 major) Manageme 's degree (1 major) Internation 's degree (1 major) China Bus 's degree (1 major) China Lang 's degree (1 major) China Bus 's degree (1 major) China Bus 's degree (1 major) China Bus	ent (2018) nal Economic Policy (2c iness and Economics (2 guage and Economy (2c n Systems (2019) iness and Economics (2 guage and Economy (2c	018) 2019) 019) 2021)		
150 h Teachin Teachin Referre Master Master Master Master Master Master Master Master Master	ng cycle: winter semester ed to in LPO I (examination re e appears in 's degree (1 major) Manageme 's degree (1 major) Internation 's degree (1 major) China Bus 's degree (1 major) China Lang 's degree (1 major) Information 's degree (1 major) China Bus	ent (2018) nal Economic Policy (20 iness and Economics (2 guage and Economy (20 n Systems (2019) iness and Economics (2 guage and Economy (20 hematics (2021)	018) 2019) 019) 2021)		
150 h Teachin Teachin Referre Master Master Master Master Master Master Master Master Master Master	ng cycle: winter semester ed to in LPO I (examination re e appears in 's degree (1 major) Managema 's degree (1 major) Internation 's degree (1 major) China Bus 's degree (1 major) China Lang 's degree (1 major) Information 's degree (1 major) China Bus 's degree (1 major) China Lang 's degree (1 major) China Lang	ent (2018) nal Economic Policy (20 iness and Economics (20 guage and Economy (20 n Systems (2019) iness and Economics (20 guage and Economy (20 hematics (2021) n Systems (2022)	018) 2019) 019) 2021)		page 172 / 309

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)

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Semina	e title			Abbreviation	
	ar: Macroeconomics and Quar	ntitative Economic Res	earch	12-M-MEW-161-m01	
Module	e coordinator		Module offered by	ed by	
head o	f the Work Group of Empirical	Economics	*		
ECTS Method of grading Only after succ. compl. of modu			· · · · · · · · · · · · · · · · · · ·		
10	numerical grade		,		
Duration Module level Other prerequisites					
1 semester graduate					
Conten					
	ourse will provide students wit antitative economic research. bsite.				
Intende	ed learning outcomes				
(i) cons (ii) crea (iii) dea (iv) pre	ne seminar, students can solidate acquired knowledge a ate, present and defend a scie al with the working papers of o pare beter for the processing	entific paper; other participants; of the master's thesis.			
Course	s (type, number of weekly cor	ntact hours, language –	- if other than Germa	ın)	
S (2)					
ster, in term pa Langua Allocat	d of assessment (type, scope, formation on whether module aper (approx. 20 to 25 pages) age of assessment: German ar tion of places ces. (1) Should the number of a	e can be chosen to earn and presentation (app nd/or English	a bonus)		
by lot a	among all applicants irrespect	ive of their subjects. (2) Places on all cours	es of the module wit	h a restricted
by lot a numbe cated b	among all applicants irrespect er of places will be allocated in by lot as they become availabl	ive of their subjects. (2 the same procedure. () Places on all cours	es of the module wit	h a restricted
by lot a numbe cated b	among all applicants irrespect er of places will be allocated in	ive of their subjects. (2 the same procedure. () Places on all cours	es of the module wit	h a restricted
by lot a numbe cated b Additio	among all applicants irrespect er of places will be allocated in by lot as they become availabl onal information	ive of their subjects. (2 the same procedure. () Places on all cours	es of the module wit	h a restricted
by lot a numbe cated b Additio	among all applicants irrespect er of places will be allocated in by lot as they become availabl onal information	ive of their subjects. (2 the same procedure. () Places on all cours	es of the module wit	h a restricted
by lot a numbe cated b Additio Worklo 300 h	among all applicants irrespect er of places will be allocated in by lot as they become availabl onal information Dad	ive of their subjects. (2 the same procedure. () Places on all cours	es of the module wit	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin	among all applicants irrespect er of places will be allocated in by lot as they become availabl onal information oad	ive of their subjects. (2 the same procedure. () Places on all cours	es of the module wit	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin	among all applicants irrespect er of places will be allocated in by lot as they become availabl onal information oad ng cycle ng cycle: each semester	ive of their subjects. (2 o the same procedure. (le.) Places on all cours 3) A waiting list will	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin	among all applicants irrespect er of places will be allocated in by lot as they become availabl onal information oad	ive of their subjects. (2 o the same procedure. (le.) Places on all cours 3) A waiting list will	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin	among all applicants irrespect er of places will be allocated in by lot as they become availabl onal information oad ng cycle ng cycle: each semester	ive of their subjects. (2 o the same procedure. (le.) Places on all cours 3) A waiting list will	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio 300 h Teachin Teachin Referre Module	among all applicants irrespect er of places will be allocated in by lot as they become availabl onal information oad ng cycle ng cycle: each semester ed to in LPO I (examination re	ive of their subjects. (2 n the same procedure. (le. gulations for teaching-) Places on all cours 3) A waiting list will	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module	among all applicants irrespect er of places will be allocated in by lot as they become availabl onal information oad ng cycle ng cycle: each semester ed to in LPO I (examination re e appears in d's degree (1 major) Economath	ive of their subjects. (2 the same procedure. (e. gulations for teaching- hematics (2016)) Places on all cours 3) A waiting list will	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master	among all applicants irrespect er of places will be allocated in by lot as they become availabl onal information oad ng cycle ng cycle: each semester ed to in LPO I (examination re e appears in r's degree (1 major) Economath r's degree (1 major) Business M	ive of their subjects. (2 a the same procedure. (le. gulations for teaching- hematics (2016) Management (2015)) Places on all cours 3) A waiting list will degree programmes)	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master	among all applicants irrespect er of places will be allocated in by lot as they become availabl onal information oad ag cycle ng cycle: each semester ed to in LPO I (examination re e appears in d's degree (1 major) Economath d's degree (1 major) Business M	ive of their subjects. (2 in the same procedure. (i.e. gulations for teaching- hematics (2016) Management (2015) iness and Economics (2) Places on all cours (3) A waiting list will degree programmes) 2016)	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master Master	among all applicants irrespect er of places will be allocated in by lot as they become availabl onal information oad ng cycle ng cycle: each semester ed to in LPO I (examination re e appears in r's degree (1 major) Economath r's degree (1 major) Business M r's degree (1 major) China Busi r's degree (1 major) Internatior	ive of their subjects. (2 the same procedure. (le. gulations for teaching- hematics (2016) Management (2015) iness and Economics (2 hal Economic Policy (20) Places on all cours 3) A waiting list will degree programmes) 2016) 15)	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master Master Master	among all applicants irrespect er of places will be allocated in by lot as they become available onal information onad ad ad ad ad ad ad ad ad ad ad ad ad a	ive of their subjects. (2 a the same procedure. (le. gulations for teaching- hematics (2016) Management (2015) iness and Economics (2 pal Economic Policy (20 guage and Economy (20)) Places on all cours 3) A waiting list will degree programmes) 2016) 15)	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Master Master Master Master Master Master	among all applicants irrespect er of places will be allocated in by lot as they become availabl onal information oad ad ad ag cycle ng cycle: each semester ed to in LPO I (examination re e appears in a's degree (1 major) Economath d's degree (1 major) Business M d's degree (1 major) China Busi d's degree (1 major) China Busi d's degree (1 major) China Lang d's degree (1 major) Manageme	ive of their subjects. (2 the same procedure. (le. gulations for teaching- hematics (2016) Management (2015) iness and Economics (2 guage and Economy (20 ent (2018)) Places on all cours (3) A waiting list will degree programmes) 2016) 2016)	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master Master Master Master Master	among all applicants irrespect er of places will be allocated in by lot as they become availabl onal information oad ag cycle ng cycle: each semester ed to in LPO I (examination re e appears in d's degree (1 major) Economath d's degree (1 major) Business M d's degree (1 major) China Busi d's degree (1 major) Internation d's degree (1 major) China Lang d's degree (1 major) Manageme	ive of their subjects. (2 in the same procedure. (in the same procedure. (in the same procedure. (intermining and procedure. (gulations for teaching- ing and some service (2015) iness and Economics (2015) iness and Economics (2015) inal Economic Policy (2015) inal Economic Policy (2015) inal Economic Policy (2015)) Places on all cours (3) A waiting list will degree programmes) 2016) 15) 016) 18)	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Master Master Master Master Master Master Master Master	among all applicants irrespect er of places will be allocated in by lot as they become availabl onal information oad ad ad ag cycle ng cycle: each semester ed to in LPO I (examination re e appears in a's degree (1 major) Economath d's degree (1 major) Business M d's degree (1 major) China Busi d's degree (1 major) China Busi d's degree (1 major) China Lang d's degree (1 major) Manageme	ive of their subjects. (2 a the same procedure. (i.e. gulations for teaching- hematics (2016) Management (2015) iness and Economics (2 guage and Economy (20 ent (2018) nal Economic Policy (20 iness and Economics (20 and Economic Policy (20) and Economic Policy (20)) Places on all cours (3) A waiting list will degree programmes) 2016) (2016) (18) (2019)	es of the module wit be maintained and p	h a restricted
by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Master Master Master Master Master Master Master Master Master Master	among all applicants irrespect er of places will be allocated in by lot as they become available onal information oad ag cycle ng cycle: each semester ed to in LPO I (examination response) e appears in t's degree (1 major) Economath 's degree (1 major) Business M 's degree (1 major) China Busi 's degree (1 major) Internation t's degree (1 major) China Lang t's degree (1 major) Internation t's degree (1 major) Internation t's degree (1 major) Internation t's degree (1 major) China Busi	ive of their subjects. (2 the same procedure. (e. gulations for teaching- hematics (2016) Management (2015) iness and Economics (2 guage and Economy (20 ent (2018) nal Economic Policy (20 guage and Economy (20 ent (2018) nal Economic Policy (20 guage and Economy (20 guage and Economy (20 guage and Economy (20 guage and Economy (20)) Places on all cours (3) A waiting list will degree programmes) 2016) (2016) (18) (2019)	es of the module wit be maintained and p	h a restricted

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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 175 / 309
	data record Master (120 ECTS) Management - 2022	

Module title			Abbreviation			
Advanced Macroeconomics			12-M-MFF-182-m01			
Module coordinator				Module offered by		
holder of the Chair of International Econo			nomics	Faculty of Management and Economics		
			Only after succ. con	nly after succ. compl. of module(s)		
5 numerical grade						
Duration Module level Other prerequisites				i		
	1 semester graduate English					
Conter						
<u>Conter</u>	<u>1t</u>					
and a r mans r ny. App	review o nodel, plicatio	of the Solow-growth mod on endogenous growth th	el. The lecture then for neory and it puts the	ocuses on the infinite roles of human capit	of the facts of long-run growth e-horizon Ramsey-Cass-Koop- cal and institutions under scruti- es and the environment will be	
Outline	<u>e</u>					
l Facts	and the	e Solow Growth Model				
ll Infini	ite-Hori	zon Ramsey-Cass-Koopm	ans model			
III Endo	ogenou	s Growth				
IV Hum	nan Cap	vital, Social Infrastructure	and Beyond			
V Appl	ication	s (Urban and regional gro	wth; Growth, resourc	es and the environm	ient)	
Literat	ure:					
The co	urse dra	aws strongly on the textb	ook:			
David	Romer,	Advanced Macroeconom	ics, 4 th edition, McGr	aw-Hill Irwin.		
We wil	l use jo	urnal articles and researd	ch papers at several I	parts of the lecture.		
	Intended learning outcomes					
This er of inco	nables to mes, to	hem to identify the key fo	orces that determine nalysis and statemer	the determinants of	f advanced macroeconomics. income levels and growth rates valuate current controversies and	
Course	Courses (type, number of weekly contact hours, language — if other than German)					
V (2) +	Ü (2)					
	Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)					
b) term Langua	a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus					
Allocation of places						

Master's with 1 major Management (202	2)	
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Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 177 / 309
	data record Master (120 ECTS) Management - 2022	

Module title			Abbreviation				
	Microeconometrics						
Module coordinator Module offered							
holder of the Chair of Econometrics Faculty of Management and Economics							
ECTS							
5	<u> </u>	nerical grade					
	Duration Module level Other prerequisites 1 semester graduate						
Conten		gladuate					
data is	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.						
Outline	è						
2. Mod 3. Mod	els for d els for l	roeconometrics? qualitatively dependen imited dependent vari dent models					
Greene Ronnin Verbee	References 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.						
Intende	ed learr	ing outcomes					
qualita	tively a		of the maximum likeli variables. They can aut sults meaningfully.		-		
Course	s (type,	number of weekly cor	tact hours, language –	- if other than Germa	n)		
Ü (2) +	Ü (2)						
			language — if other th can be chosen to earn		tion offered — if not	every seme-	
b) term Langua	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus						
Allocat	ion of p	laces					
Additio	onal info	ormation					
Resear	ch track	module in Master's p	rogramme IEP				
Worklo	ad						
150 h							
Teachi	ng cycle	9					
Teachi	ng cycle	after announcement					
Referre	ed to in	LPO I (examination re	gulations for teaching-	degree programmes)			
Module	e appea	rs in					
		ee (1 major) Manageme	ent (2018)				
		Management (2022)	JMU Würzburg	g ● generated 19-Apr-2025 ● e Master (120 ECTS) Manageme	-	page 178 / 309	

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

					Abbreviation		
Advanced Seminar: Marketing Strategy					12-M-MSS-161-m01		
Module coordinator				Module offered by	adule offered by		
holder of the Chair of Business Administration and Marke				Faculty of Management and Economics			
ting			Stration and Marke-				
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)			
10		rical grade					
Duration Module level Other prerequisites							
1 semester graduate							
Conten	ts						
tured p keting a Reading	aper ar and stra g:	students will acquire im nd to present the results ategic management. ding to topic					
		ning outcomes					
1. unde 2. integ	rstand rate ela	ng the course "Marketing the fundamentals of sci aborated content in a sci entations independently	entific literature revie entific thesis;				
Course	s (type	, number of weekly conta	ict hours, language –	- if other than Germa	n)		
S (2)							
ster, inf	formati	essment (type, scope, la on on whether module c	an be chosen to earn	a bonus)		every seme-	
		oprox. 20 to 25 pages) ar ssessment: German and		ox. 20 minutes), wei	ighted 2:1		
Allocat	ion of p	olaces					
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo- cated by lot as they become available.							
Additio	nal inf	ormation					
Worklo	ad						
300 h							
Teachir	ng cycl	e					
Teachir	ng cycle	e: each semester					
Referre	d to in	LPOI (examination regu	lations for teaching-	degree programmes)			
		Ŭ	0				
Module	appea	irs in					
		ee (1 major) Economathe	matics (2016)				
	-	ee (1 major) Business Ma					
		ee (1 major) China Busin					
		ee (1 major) Internationa					
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)							
	-	ee (1 major) China Busin Management (2022)		2019) • generated 19-Apr-2025 • e	xam reg	page 180 / 309	
master S WI	arimajor	munagement (2022)	-	aster (120 ECTS) Manageme	-	page 100 / 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) Management (2022) Master's degree (1 major) Economathematics (2022) exchange program Business Management and Economics (2022)

Module					Abbreviation
Mobile	and U	oiquitous Business			12-M-MUS-222-m01
Module	e coord	inator		Module offered by	<u> </u>
		Chair of Information Syste	ems Engineering		nent and Economics
ECTS	r	od of grading	Only after succ. com	· · · · · ·	
5		rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
Concep	ots and	applications are illustrat	ed using numerous e	xamples from mobil	mobile & ubiquitous computing. le telecommunications to the In- are analysed and discussed.
Intend	ed leari	ning outcomes			
- Under	rstand t	he technological basics	of mobile & ubiquito	us computing.	
- Analy	sing hu	siness applications in pr	ocesses products/s	ervices and husines	s models
-	-		·		
		ncepts learned to real-life			
		, number of weekly conta	ct hours, language —	· if other than Germa	in)
Ü (2) +					
		s essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) oral approx	examin . 30 mi Ige of a	nutes) ssessment: German and,	ch: approx. 15 to 20 n	ninutes; groups of 2:	approx. 20 minutes; groups of 3 approx.
Allocat	ion of p	olaces			
Additio	onal info	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Teaching cycle: summer semester					
Referred to in LPO I (examination regulations for teaching-degree programmes)					
		5			
Module	e appea	irs in			
Master	Suegn	ee (1 major) Information S	Systems (2022)		
	-	ee (1 major) Information S ee (1 major) Management	•		

Aaster's with 1 major Management (2022)	JI

		Abbreviation				
Advanced Computational Economics			12-M-NGM-182-mo:	1		
Modul	Module coordinator			Module offered by	<u>I</u>	
holder	nolder of the Chair of Public Finance		Faculty of Manager	nent and Economics		
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio		Module level	Other prerequisites	;		
1 seme		graduate				
Conter						
ty etc.) field an tribute kets ar Outline 1. Prog 2. Solu	ourse wi . Provid nd fami betwee re incon e of syll rammir ution teo	Il mostly be concerned ing students with state liarising them with the en different generation aplete and how they ca abus: g with FORTRAN and a chniques for dynamic p sis with stochastic gro	e-of-the-art techniques relevant literature, this s and also within gener n trigger distortions an oplication of numerical rogramming problems	for quantitative mac course will teach st rations, how they ma d therefore hurt the methods	roeconomic researc udents how such po y improve risk shari	h in this very licies redis- ng when mar-
Readin	ıg:	will be provided.				
		ning outcomes				
(i) edit (ii) imp (iii) sin	and so plement nulate t	ng the course "Advanc lve stochastic econom small scale economic ax and social security p	c problems using adva models on the comput policy reforms and inte	nced numerical tech er; rpret the quantitative	niques; e results in economi	c term.
		, number of weekly cor	tact hours, language –	- if other than Germa	ın)	
V (2) + Modul		t in: English				
		e ssment (type, scope, on on whether module			tion offered — if not	every seme-
b) term	n paper	nination (approx. 60 m (approx. 15 pages) ssessment: English	inutes) or			
Allocat	tion of p	olaces				
	-					
Additio	onal inf	ormation				
Resear	ch tracl	k module in Master's p	rogramme IEP			
Worklo	oad					
150 h						
Teaching cycle						
Teaching cycle: winter semester						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Modul	e appea	ins in				
Master	r's degr	ee (1 major) Manageme	ent (2018)			
Master's w	vith 1 majo	Management (2022)		g • generated 19-Apr-2025 • 6 Master (120 ECTS) Manageme	-	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) 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.	page 184 / 309
	data record Master (120 ECTS) Management - 2022	

Module					Abbreviation	
Industrial Management 5				12-M-NMA-221-m01	L	
Module	coord	inator		Module offered by	<u> </u>	
holder	of the (Chair of Business Mana	gement and Industrial	Faculty of Managen	nent and Economics	
Manage						
ECTS		od of grading	Only after succ. con	pl. of module(s)		
5		rical grade				
Duratio		Module level	Other prerequisites			
1 semes		graduate				
Content						
	tors. B	esides intense classro	ew regarding sustainal om discussion the stuc			
Intende	ed learı	ning outcomes				
		are able to structure the them and develop ade	e challenges regarding equate solutions.	both ecological and	social sustanability	in compa-
Courses	s (type	, number of weekly con	tact hours, language –	· if other than Germa	n)	
S (4) Module	taugh	t in: German and/or En	glish			
Method	l of ass	sessment (type, scope,	language — if other tha	an German, examina	tion offered — if not	every seme-
ster, inf	formati	on on whether module	can be chosen to earn	a bonus)		
c) term d) portf Langua	paper olio (a ge of a ment o	(30 to 40 pages) or pprox. 50 hours) ssessment: German ar ffered: Only when anno	and term paper (15 to d/or English ounced in the semester			
Allocati	ion of p	olaces				
 20 places. Should the number of applications exceed the number of available places, places will be allocated as follows: Students who already have successfully completed courses offered by the Chair of Business Economics and Industrial Management will be given preferential consideration. 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 Econmics and Industrial Management). Among applicants with the same number of ECTS credits, places will be allocated according to the average grade in courses mentioned in (2). Among applicants with the same average grade, places will be allocated by lot. 						
Additio	nal inf	ormation				
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	appea	in				
Master's wi	th 1 major	r Management (2022)	-	• generated 19-Apr-2025 • e laster (120 ECTS) Managemen	-	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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 186 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title				Abbreviation	
Industrial Management 6				12-M-NMB-221-mo1	L	
Module	Module coordinator			Module offered by	<u> </u>	
holder	of the (Chair of Business Mana	agement and Industrial	· · · · ·	nent and Economics	
Manag						
ECTS		od of grading	Only after succ. con	npl. of module(s)		
5	nume	rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten	-					
			ansferring credits from or non-German univer	sitios		
1		al courses offered on a		Silles		
• c	ourses	offered by new Chairs	that are yet to be inclue		• •	ns)
The ho	lders o	f the respective Chairs	will ensure that the cou	irses are eligible for	credit transfer.	
		ning outcomes				
As a re	sult of	accrediting multiple kin	nds of modules, a desc	ription of acquired sl	kills cannot be given	۱.
Course	s (type	, number of weekly cor	itact hours, language –	- if other than Germa	n)	
S (4)		tin Componend/or Fr	aliah			
		t in: German and/or En	<u> </u>		1:	
			language — if other the can be chosen to earn		tion offered — If not	every seme-
		mination (approx. 40 to				
		n (approx. 20 minutes) (30 to 40 pages) or) and term paper (15 to	20 pages), weighted	1:1 Or	
		pprox. 50 hours)				
Langua	age of a	ssessment: German ar				
			ounced in the semester	in which the course	s are offered	
	ble for					
	tion of _l	DIACES				
20 plac Should		mber of applications e	xceed the number of av	vailable places place	es will be allocated :	as follows∙
			ssfully completed cour			
			preferential considerat			
			number of successfully dits achieved in courses			
_		istrial Management).	ins achieved in course:		lebelilebstellie (bus	SILLESS LUUI-
(3) Am	ong app	olicants with the same	number of ECTS credits	, places will be alloc	ated according to th	ie average
		ses mentioned in (2).			- 1	
			average grade, places	will be allocated by I	ot.	
	Additional information					
	Module can be taught in form of E Learning course or as a block.					
Workload						
150 h						
Teaching cycle						
Teaching cycle: no courses offered						
Referred to in LPO I (examination regulations for teaching-degree programmes)						
Master's w	vith 1 majo	r Management (2022)	JMU Würzburg	• generated 19-Apr-2025 • e	xam. reg.	page 187 / 309
			-	Aaster (120 ECTS) Manageme	-	

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 188 / 309
	data record Master (120 ECTS) Management - 2022	

Modul	e title				Abbreviation
Econometrics 1			12-M-OE1-182-m01		
Module coordinator				Module offered by	
holder of the Chair of Econometrics		•	nent and Economics		
ECTS		od of grading	Only after succ. com	·	
5	1	rical grade		•	
Duratio	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conter	nts				
del. In dule ex ces tes	odule d particu kamines sts to ve	lar, model assumptions a s linear restrictions on the rify simple and multiple	and properties are dis e model's explanator	cussed and formally	t squares (OLS) regression mo- y motivated. In addition, the mo- s dummy variables and introdu-
Linear algebra is used as formal aid. Outline of syllabus: 1. Random variables 2. Important distributions 3. Point estimates 4. Simple linear regression model 5. Model assumptions 6. Model properties 7. Simple hypothesis tests 8. Multiple linear regression model 9. Linear restrictions 10. Dummy variables					
Intend	ed lear	ning outcomes			
Intended learning outcomes The students acquire knowledge of the basics, concepts and methods used in the classical linear regression in del and understand the role of econometrics in science and data analysis. In particular, they learn how to anal tically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression outp of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions a 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 economi business and social science questions. The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Mic econometrics" und "Financial Econometrics".			rticular, they learn how to analy- ues of a classic regression output ad motivate the assumptions and Additionally, students will be ply these tests to real economic, rics II", "Econometrics III", "Micro-		
Course	es (type	, number of weekly conta	ct hours, language —	if other than Germa	in)
V (2) + Ü (2) Module taught in: German (winter semester), English (summer semester)					
Method of assessment (type, scope, language — if other than German, examination offered — if not every sem ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English creditable for bonus					
Allocat	tion of p	Jiaces			

Master's with	1 major Management	(2022)

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: each semester

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

Module appears in

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

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	data record Master (120 ECTS) Management - 2022	

Module	title				Abbreviation	
Econon	netrics	2			12-M-OE2-182-m01	
Module	e coord	inator		Module offered by		
holder of the Chair of Econometrics				Faculty of Management and Economics		
			Only after succ. com	nly after succ. compl. of module(s)		
5		rical grade				
Duratio		Module level	Other prerequisites			
1 seme		graduate				
Conten Descrip						
This mo Partly a well as I")) are tion. Linear a Syllabu	odule d is a mo violati discus algebra is: ificatio	tivation for the GLS mode ons of model assumptior sed. This includes multic a is used as formal aid. n analysis	el and partly for its ov is of the OLS estimate	vn right, different sp or (as introduced in '	ast squares (GLS) framework. ecification and data problems as "Ökonometrie I" ("Econometrics eteroskedastiticy and autocorrela-	
4. Auto	correla	astiticy ted disruptive terms I least squares (GLS)				
-		ning outcomes				
zed line data pr gnize, t to critic plemen above-	ear regroblems oblems o asse ally as itation mentio	ression model (GLS) and s and violations of the as ss and therefore adequat sess the use of the estim of empirical analyzes and	can apply and interpo sumptions of the class rely deal with these p ation methods in scie d to answer selected The competences acq	ret it. They are sensit ssical linear model ((roblems in theory ar entific work, to work (economic) scientific uired in this course	epts for estimating the generali- tized for specification problems, DLS) in order to be able to reco- nd practice. This enables them independently on adequate im- c issues if available data with the serve as a prerequisite for "Eco-	
Course	s (type	, number of weekly conta	ct hours, language —	· if other than Germa	n)	
V (2) +	Ü (2)					
		sessment (type, scope, la ion on whether module ca			tion offered — if not every seme-	
b) term	paper ge of a	mination (approx. 60 min (approx. 15 pages) ssessment: German and, bonus				
Allocat	ion of _l	olaces				
Additio	nal inf	ormation				
Resear	ch trac	k module in Master's prog	gramme IEP			
Worklo						
150 h						
Teachi	ıg cvcl	e				
		e: summer semester				
	5 ,					

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

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Master's with 1 major Management (2022)

Module title Abbreviation				
Econometrics 3			12-M-OE3-182-m01	
Module coordinator		Module offered by		
nolder of the Chair of Econometrics Faculty of Management and Economics		nent and Economics		
ECTS Method of grading Only after succ. compl. of module(s)				
5 numerical grade				
Duration Module level Other prerequisites				
1 semester graduate				
Contents Description: This module deals with advanced eco zed least squares estimator discussed the instrumental variable (IV) estimate models as well as basic methods and including (non)stationarity, integratio Linear algebra is used as formal aid. Syllabus: 1. Error-in-variables 2. IV estimation 3. Generalized least squares estimatio 4. Distributed lag models 5. Stationary uni- and multivariate pro- 6. Deterministic and stochastic trends 7. Integrated and cointegrated proces Intended learning outcomes The students acquire thorough unders miliarized with diverse error-in-variab course, students understand the generation and to the extent that they can disc economics and understand scientific selected time series issues, such as disc ted processes, enabling them to cond dents to apply the above mentioned rist and address their theoretical and pro- Courses (type, number of weekly cont V (2) + Ü (2) Method of assessment (type, scope, I ster, information on whether module of a) written examination (approx. 60 mid b) term paper (approx. 15 pages) Language of assessment: German and creditable for bonus Allocation of places 	d in Ökonometrie I and or, the generalized me concepts used in uni- n and cointegration.	d II (Econometrics I a ethod of moments (G - and multivariate eco methods and conception capable of handling oments (GMM) and the s, apply these to sel ethods. Furthermore , non-stationarity, sp time series analysis. s to real life question portcomings - if other than Germa an German, examina	nd II). In particular, this includes MM) estimator, distributed lag onometric time series analysis, ots in econometrics. They get fa- them appropriately. After the ne instrumental variable (IV) esti- ected questions in quantitative , they become acquainted with purious correlation and cointegra- In brief, the course enables stu- s, assess their appropriateness an)	
Research track module in Master's pro	ogramme IEP			
Workload				
150 h				

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Teaching cycle

Teaching cycle: after announcement

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

Module appears in

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

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

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

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

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

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

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

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

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

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

exchange program Business Management and Economics (2022)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 194 / 309
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Modul	e title				Abbreviation
		our Economics			12-M-OEA-222-m01
Modul	e coord	nator		Module offered by	
holder	of the C	hair of Labour Economic	s	Faculty of Managem	nent and Economics
ECTS	î	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ster	graduate			
Conter	ts				
pics: 1. Labo 2. Labo 3. Hum 4. Com 5. Disc The co reading scienti cussio bor eco The ma setts Ir topics Intend The air	or suppl or dema an capi pensati riminati urse wil g of son fic artic n of the onomics hin refer histitute discuss ed learr n of this	y nd tal formation ng wage differentials on l consist of frontal teaching e of the key scientific and les in advance and will b articles will help illustration and giving students an ence for the lecture is Ca of Technology. In addition ed in class. Socurse is to acquaint sta	ing of the basic theor ticles related to the c e asked to discuss th ting how established understanding of hig huc and Zylberberg. n, we will discuss we udents with classical	etical as well as emp outlined topics. Stud nem in small groups scholars approach t h quality empirical re (2004): "Labor Econo ell-published econon	omics", 1st edition, Massachu- nic articles related to the single opics in labor economics and to
encour dents v	age the vith bot	development of research	h interest in this field	l. As such, the course	e ['] s objective is to familiarize stu- ain econometric methods used
Course	s (type,	number of weekly conta	ct hours, language –	- if other than Germa	n)
V (2) + Module		t in: English			
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term	paper	nination (approx. 60 min (approx. 15 pages) ssessment: English	utes) or		
Allocat	ion of p	laces			
Additio	onal info	ormation			
Worklo	ad				
150 h					
	ng cycle	2			
		: summer semester			
		LPOI (examination regu	lations for teaching	legree programmec)	
			tations for teaching-t		

Master's with 1	ı major Management (2022)	

Module appears in

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.	page 196 / 309
	data record Master (120 ECTS) Management - 2022	

Organi	e title				Abbreviation	
	izationa	al Economics and Digit	al Transformation		12-M-OEDT-231-mc)1
Modul	e coord	inator		Module offered by	<u> </u>	
holder	ofthe	unior Professorship of	Applied Microecono-	,	nent and Economics	;
		man-Machine Interact		, ,		
ECTS	1	od of grading	Only after succ. cor	npl. of module(s)		
5		rical grade				
Duratio		Module level	Other prerequisites	5		
1 seme		graduate				
econor nomic as thos nally, t studen sights	mics, w theory, se relat the cou its not o	ith a focus on econom as well as empirical fi ed to performance me rse integrates key asp only gain a solid overv	cs and Digital Transform ic decision-making with ndings from field studio asurement and incentiv ects of digital transform iew of the fundamental nities, and strategies as	nin organizations. Co es and laboratory exp ves, organizational st nation shaping mode principles of organiz	ncepts and tools fro periments, are incor ructure, and authori rn business landsca ational economics b	om microeco- porated, such ity. Additio- pes. Thus, put also in-
ses.	ed lear	ning outcomes				
z • s • s	zationa student student experim	l economics. s will learn to master a s will be enabled to cl iental and empirical m	stand and reflect on mo and apply quantitative n assify and relate specia icroeconomics, busines nsformation impacts org	nicroeconomic meth Ilized knowledge fror ss administration, an	ods. n theoretical microe d psychology.	-
			ntact hours, language –			
V (2) + Module	• •	t in: English				
Metho	d of as	sessment (type, scope	, language — if other th		tion offered — if not	t every seme-
			e can be chosen to earn	ı a bonus)		
b) term	n paper	mination (approx. 60 r (approx. 15 pages) Issessment: English bonus	ninutes) or			
	tion of	places				
credita	tion of	places				
credita Allocat		places				
credita Allocat						
credita Allocat	onal inf					
credita Allocat Additic Worklo 150 h	onal inf oad	ormation				
credita Allocat Additic Worklo 150 h Teachi	onal inf oad ng cycl	ormation				
credita Allocat Additic Worklo 150 h Teachi Teachi	onal inf oad ng cycl	ormation e e: after announcement				
credita Allocat Additic Worklo 150 h Teachi Teachi	onal inf oad ng cycl	ormation e e: after announcement	egulations for teaching-	degree programmes)		
credita Allocat Additic 150 h Teachi Teachi Referre 	onal inf oad ng cycl ng cycl ed to in	e e: after announcement LPOI (examination re		degree programmes)		
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credita Allocat Additic Worklo 150 h Teachi Teachi Referro Modulo	onal inf oad ing cycl ng cycl ed to in e appea	e e e: after announcement LPO I (examination re ars in ee (1 major) Managem	egulations for teaching-			

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

Project	e title			Abbreviation	
	t Modul: Audiovisual Business (Communication		12-M-PACW-182-m01	
Module	e coordinator		Module offered by	<u> </u>	
	of the Professorship of Econom	ic lournalism	Faculty of Management and Economics		
ECTS	Method of grading	Only after succ. compl. of module(s)			
10	numerical grade	Unity after succ. compl. or module(s)			
-			•		
Duration Module level Other prerequisites 1 semester graduate					
Contents					
tage). T the pic of a tel	seminar, students learn the bas They are first introduced to the u ture and how to organize shoot evision report, organization, an nd speaking are learned.	use of cameras and e s. Television-specific	diting. Students lear journalistic basics s	n how to set news and uch as the structure ar	l stories in nd design
Intend	ed learning outcomes				
cluding	completion of the seminar, stud g teamwork) to the production o	f television features.			d skills (in-
	s (type, number of weekly conta	act hours, language –	– if other than Germa	in)	
S (2)					
	d of assessment (type, scope, la formation on whether module c			tion offered — if not e	very seme-
Assess	ment offered: In the semester in	l/or English n which the course is	offered		
Assess credita Allocat	ble for bonus tion of places		offered		
Assess credita Allocat	ble for bonus		offered		
Assess credita Allocat	ble for bonus tion of places		offered		
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Assess credita Allocat Additio Worklo 300 h	ble for bonus tion of places onal information		offered		
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Assess credita Allocat Additio Worklo 300 h Teachin Teachin	ble for bonus tion of places onal information oad ng cycle ng cycle: summer semester	n which the course is			
Assess credita Allocat Additio Worklo 300 h Teachin Teachin Referre	ble for bonus tion of places onal information oad ng cycle	n which the course is			
Assess credita Allocat Worklo 300 h Teachin Teachin Referre	ble for bonus tion of places onal information oad ng cycle ng cycle: summer semester ed to in LPO I (examination regu	n which the course is			
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Assess credita Allocat Additio 300 h Teachin Teachin Referre Module Master Master	ble for bonus tion of places onal information oad ng cycle ng cycle: summer semester ed to in LPO I (examination regu e appears in "s degree (1 major) Managemen "s degree (1 major) Internationa	n which the course is ulations for teaching- it (2018) I Economic Policy (20	degree programmes) 018)		
Assess credita Allocat Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master	ble for bonus tion of places onal information oad ng cycle ng cycle: summer semester ed to in LPO I (examination regu e appears in 's degree (1 major) Managemen 's degree (1 major) Internationa 's degree (1 major) China Busin	n which the course is ulations for teaching- it (2018) I Economic Policy (20 ess and Economics (20	degree programmes) 018) 2019)		
Assess credita Allocat Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master Master	ble for bonus tion of places onal information oad ng cycle ng cycle: summer semester ed to in LPO I (examination regu e appears in r's degree (1 major) Managemen r's degree (1 major) Internationa r's degree (1 major) China Busin r's degree (1 major) China Langu	n which the course is ulations for teaching- it (2018) I Economic Policy (20 ess and Economics (20 iage and Economy (20)	degree programmes) 018) 2019)		
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Assess credita Allocat Additio Worklo 300 h Teachin Teachin Referre Master Master Master Master Master Master Master	ble for bonus tion of places phal information pad ad ad ad ad ad ad ad bad ad ad bad ad ad bad ad ad bad ad ad bad ad ad ad ad ad ad ad ad ad	n which the course is ulations for teaching- it (2018) I Economic Policy (20 ess and Economics (20 nunication (2019) ess and Economics (20	degree programmes) 018) 2019) 019) 2021)		
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Assess credita Allocat Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master Master Master Master Master Master Master Master Master Master	ble for bonus tion of places phal information pad ng cycle ng cycle: summer semester ed to in LPO I (examination regu e appears in r's degree (1 major) Managemen r's degree (1 major) Internationa r's degree (1 major) China Busin r's degree (1 major) China Langu r's degree (1 major) China Busin r's degree (1 major) China Langu	n which the course is ulations for teaching- it (2018) Il Economic Policy (20 ess and Economics (20 nunication (2019) ess and Economics (20 nunication (2019) ess and Economy (20 ematics (2021)	degree programmes) 018) 2019) 2021) 2021)		
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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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 200 / 309
	data record Master (120 ECTS) Management - 2022	

Project Modul: Crossmedial Business Communication Instant Provides Provid	Module	e title			Abbreviation	
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 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 jounalism 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, examination offered — if not every seme ster, 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 activi ties, commentary, text analyses of figlish Assessment offered: In the semester in which the course is offred creditable for bonus Allocation of places	Project	t Modul: Crossmedial Busines	ss Communication		12-M-PCW-182-mo	1
Index Faculty of Management and Economics ECTS Method of grading Only after succ. compl. of module(s) 10 numerical grade Domation 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 to content-related topics, the focus is also on new methods (e.g. of storytelling), as well as technical developments. Intendel 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, examination offered — if not every semester, information on whether module can be chosen to earn a hornus) 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 offered: The course is offered creditable for bonus Allocation of places Courent course is offered <th>Module</th> <th>e coordinator</th> <th></th> <th>Module offered by</th> <th></th> <th></th>	Module	e coordinator		Module offered by		
ECTS Method of grading Only after succ. compl. of module(s) 10 numerical grade Duration Module level Other prerequisites 1 semester graduate Contents 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 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 jou nalism 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 seme ster, information on whether module can be chosen to earn a bonus) Language of assessment offered: Language of assessment offered in the semester in which the course is offered creditable for bonus Allocation of places		· · · · · · · · · · · · · · · · · · ·	miclournalism	· ·		
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, Witter, and Tiktok as technical 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 jou nalism and cors 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 seme ster, information on whether module can be chosen to earn a bonus) portfolio (approx. 3) tems 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 cerditable for bonus Additional information Morkload go		, , , , , , , , , , , , , , , , , , ,		· · · · · · · · · · · · · · · · · · ·		,
Duration Module level Other prerequisites 1 semester graduate Contents Online and cross-media journalism takes into account the current media convergence. This seminar covers current trends and developments. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling), as well so injournalism. 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 jou nalism 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, examination offered — if not every seme ster, 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 activit ties, commentary, text analyses of different types of media Language of assessment: German and/or English Assessment 10 fered: In the semester in which the course is offered creditable for bonus Atlocation of places Module appears in Master's degree (major) Management (2018) Master's degree (m						
a 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 jou nalism 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, examination offered — if not every seme ster, 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 Alditional information Additional information Morkload goo h			Other prorequisites	•		
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 jou nalism and carry them out on sample projects, explain and go through the individual production stages, use me thods 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 sem ster, information on whether module can be chosen to e arn a bonus) portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activi ties, 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						
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Master's with 1 major Management (2022) JMU Würzburg • generated 19-Apr-2025 • exam. reg. page 201 / 30	Master	r's degree (1 major) Internatio	nal Economic Policy (20	022)		
data record Master (120 ECTS) Management - 2022	Aaster's w	ith 1 major Management (2022)			-	page 201 / 309

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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 202 / 309
	data record Master (120 ECTS) Management - 2022	

Module t	title			Abbreviation
Project N	Module Digital Business Strate	egy I		12-M-PDBUS1-182-m01
Module	coordinator		Module offered by	
Dean of t mics	the Faculty of Business Manag	ement and Econo-		nent and Economics
	Method of grading	Only after succ. con	nnl of module(s)	
	numerical grade			
Duration		Other prerequisites		
1 semest				
Contents	5			
This mod	dule is designed to provide cre	dit for work complete	ed in project semina	rs in Digital Business Strategy.
	l learning outcomes	· · · ·		
	ult of accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.
	(type, number of weekly conta		· ·	
S (2)	taught in: English			
	of assessment (type, scope, la prmation on whether module ca			ation offered — if not every seme-
Assessm creditab	e of assessment: German and, nent offered: In the semester in le for bonus on of places		offered	
Addition	al information			
Workloa	d			
300 h				
Teaching	g cycle			
Teaching	g cycle: after announcement			
Referred	to in LPO I (examination regu	lations for teaching-	degree programmes)	
Module a	appears in			
Master's	degree (1 major) Management	t (2018)		
	degree (1 major) China Busine			
	degree (1 major) China Langu		•	
	degree (1 major) China Busine			
	degree (1 major) China Langua)21)	
	degree (1 major) Management e program Business Managem		2022)	
exeriaing				

Modul	e title				Abbreviation
Projec	t Modu	e Digital Business Strate	egy II		12-M-PDBUS2-182-m01
Modul	e coord	inator		Module offered by	<u> </u>
		aculty of Business Manag	ement and Econo-		nent and Economics
mics	-			, ,	
ECTS		od of grading	Only after succ. con	npl. of module(s)	
10		rical grade			
Duration 1 seme		Module level graduate	Other prerequisites		
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Conter		designed to provide are	dit for work complete	d in project comines	re in Digital Ducinase Stratage
				ed in project seminar	rs in Digital Business Strategy.
		ning outcomes		rintian of a contradic	kille connet he siven
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Worklo	oad				
300 h					
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Referre	ed to in	LPOI (examination regu	lations for teaching-	degree programmes)	
Modul	e appea	ars in			
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Master	r's degr	ee (1 major) Management gram Business Managem	t (2022)		

Modul	-				Abbreviation
Policy	Evalua	tion Methods			12-M-PEM-182-m01
Modul	e coord	inator		Module offered by	
		Chair of Data Science ir	Business and Econo-		nent and Economics
mics	orthe	chair of Data Science in	T Dusilless and LCono-		
ECTS	Meth	od of grading	Only after succ. con	pl. of module(s)	
5		rical grade			
Durati	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conter	nts	•			
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lecture stion. I search	e. There Further desigr	fore the emphasis is to , the research designs a is to other questions ar	teach students <i>what</i> o are discussed such that	ne needs to estimate	ect will be at center stage of the e in order to answer a given que le to evaluate and apply these r
		ning outcomes			
rence,	as well	as read, interpret, and		of scientific publicat	and methods of causal infe- ions. In addition, the course ser
Course	es (type	, number of weekly cor	ntact hours, language –	- if other than Germa	an)
V (2) + Modul	• • •	t in: English			
			language — if other the can be chosen to earn		ition offered — if not every seme
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Allocat Additio Resear Worklo 150 h	onal inf rch trac oad	ormation k module in Master's p	rogramme IEP		
Allocat Additio Resear Worklo 150 h Teachi	onal inf rch trac oad ing cycl	ormation k module in Master's p e	rogramme IEP		
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Alloca Additio Resear Worklo 150 h Teachi Teachi	onal inf rch trac oad ing cycl	ormation k module in Master's p e e: summer semester	rogramme IEP gulations for teaching-o	degree programmes)	
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Module appears in

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

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	data record Master (120 ECTS) Management - 2022	

Modul					Abbreviation			
Project	t Modu	le Finance, Accounting	& Taxation I		12-M-PFACT1-182-m01			
Modul	e coord	linator		Module offered by	<u> </u>			
		aculty of Business Mana	agement and Econo-		nent and Economics			
mics								
			Only after succ. con	npl. of module(s)				
		Other prerequisites						
		graduate						
Conten This m tion.	-	s designed to provide c	redit for work complete	ed in project semina	rs in Finance, Accounting & Taxa			
Intend	ed lear	ning outcomes						
As a re	sult of	accrediting multiple kin	ids of modules, a desc	ription of acquired s	kills cannot be given.			
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	an)			
S (2)		· ·						
project 15 min Langua	(appro utes), v age of a sment o	veighted 2:1 issessment: German an offered: In the semester	oaper, documentation, d/or English	preparing a contribu	ution) and presentation (approx			
Allocat	ion of	places						
Additic	onal inf	ormation						
Worklo	ad							
300 h								
-	ng cycl	e						
		e: after announcement						
		LPOI (examination reg	gulations for teaching-	degree programmes)				
Module	e appea	ars in						
		ee (1 major) Manageme	ent (2018)					
	-	ee (1 major) China Busi		2019)				
	-		Master's degree (1 major) China Language and Economy (2019)					
Master's degree (1 major) China Business and Economics (2019)								
Master's degree (1 major) China Language and Economy (2021)								
Master	-	ee (1 major) China Lang	ness and Economics (2 juage and Economy (20					
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Module					Abbreviation	
Project	Modu	le Finance, Accounting	& Taxation II		12-M-PFACT2-182-m01	
Module	Module coordinator			Module offered by		
Dean of the Faculty of Business Management and Econo-			agement and Econo-	Faculty of Manager	nent and Economics	
mics ECTS Method of grading Only after succ.			Only after succ. con	n of module(s)		
10		rical grade		ipt. of module(s)		
Duratio	on n	Module level	Other prerequisites	i		
1 seme	ster	graduate				
Conten	Its	•				
This motion.	odule i	s designed to provide c	redit for work complete	ed in project semina	rs in Finance, Accounting & Taxa	
Intend	ed lear	ning outcomes				
As a re	sult of	accrediting multiple kin	ds of modules, a desc	ription of acquired s	kills cannot be given.	
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	-	ee (1 major) Manageme				
	-	ee (1 major) China Busi		-		
	-	ee (1 major) China Lang	uage and Economy (20			
Master's degree (1 major) China Business and Economics (2021)						
	Master's degree (1 major) China Language and Economy (2021)					
Master	Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) Management (2022)					
Master	-	ee (1 major) China Lang	uage and Economy (20			
Master Master	's degr	ee (1 major) China Lang	uage and Economy (20 nt (2022)			
Master Master Master	's degr 's degr	ee (1 major) China Lang ee (1 major) Manageme	uage and Economy (20 nt (2022) nt (2024)			
Master Master Master Master	's degr 's degr 's degr	ee (1 major) China Lang ee (1 major) Manageme ee (1 major) Manageme	uage and Economy (20 nt (2022) nt (2024) nt (2025)	021)		

Module	e title				Abbreviation
Project	Modul	e International Busines	s & Strategy I		12-M-PIBST1-182-m01
Module	e coord	inator		Module offered by	
		culty of Business Manag	gement and Econo-		nent and Economics
mics					
ECTS		od of grading	Only after succ. con	npl. of module(s)	
10 numerical grade					
Duratio		Module level	Other prerequisites		
1 seme		graduate			
Conten	-				
This mo Strateg		s designed to provide cre	edit for work complete	ed in project semina	rs in International Business &
Intende	ed lear	ning outcomes			
As a res	sult of a	accrediting multiple kinc	ls of modules, a desc	ription of acquired s	kills cannot be given.
Course	s (type	, number of weekly conta	act hours, language –	- if other than Germa	n)
V (2) +					
Module	e taugh	t in: English			
		essment (type, scope, la on on whether module o			tion offered — if not every seme-
	ment o	ssessment: German and ffered: In the semester i bonus		offered	
Allocat	ion of p	olaces			
Additio	onal inf	ormation			
Worklo	ad				
300 h					
300 h Teachi i	ng cycl	e			
Teachi		e e: after announcement			
Teachir Teachir	ng cycle		llations for teaching-o	degree programmes)	
Teachir Teachir	ng cycle	e: after announcement	llations for teaching-o	degree programmes)	
Teachir Teachir	ng cycle ed to in	e: after announcement LPO I (examination regu	ulations for teaching-o	degree programmes)	
Teachin Teachin Referre Module	ng cycle ed to in e appea	e: after announcement LPO I (examination regu		degree programmes)	
Teachin Teachin Referre Module Master Master	ng cycle ed to in e appea ''s degro	e: after announcement LPO I (examination regunned ITS in ee (1 major) Management ee (1 major) China Busin	t (2018) ess and Economics (2	2019)	
Teachin Teachin Referre Module Master Master Master	ed to in e appea d's degra degra	e: after announcement LPO I (examination regunned Irs in ee (1 major) Management ee (1 major) China Busint ee (1 major) China Langu	t (2018) ess and Economics (2 age and Economy (20	2019)	
Teachin Teachin Referre Module Master Master Master Master	ed to in e appea d's degra degra degra degra	e: after announcement LPO I (examination regu- ars in ee (1 major) Management ee (1 major) China Busint ee (1 major) China Langu ee (1 major) China Busint ee (1 major) China Busint	t (2018) ess and Economics (2 age and Economy (20 ess and Economics (2	2019) 019) 2021)	
Teachin Teachin Referre Master Master Master Master Master	e appea d to in s degra s degra s degra s degra s degra	e: after announcement LPO I (examination regunned Irs in ee (1 major) Management ee (1 major) China Busint ee (1 major) China Langu	t (2018) ess and Economics (2 age and Economy (2c ess and Economics (2 age and Economy (2c	2019) 019) 2021)	

Module tit	le			Abbreviation
Project Mo	dule International Business	s & Strategy II		12-M-PIBST2-182-m01
Module co	ordinator		Module offered by	
	e Faculty of Business Manag	rement and Econo-		nent and Economics
mics			racatly of manager	
	ethod of grading	Only after succ. con	npl. of module(s)	
10 nu	merical grade			
Duration	Module level	Other prerequisites		
1 semester	graduate			
Contents				
This modu Strategy.	le is designed to provide cre	dit for work complete	ed in project semina	rs in International Business &
Intended l	earning outcomes			
As a result	of accrediting multiple kind	s of modules, a desc	ription of acquired s	kills cannot be given.
Courses (ty	ype, number of weekly conta	act hours, language –	- if other than Germa	an)
V (2) + Ü (2	·			
	ught in: English			
	assessment (type, scope, la nation on whether module c			ation offered — if not every seme-
Assessmer creditable	nt offered: In the semester ir for bonus	n which the course is	offered	
Allocation	of places			
Additional	information			
Workload				
300 h		_		
Teaching o	zycle			
Teaching c	ycle: after announcement			
Referred to	o in LPO I (examination regu	lations for teaching-	degree programmes)	
Module ap	pears in			
	egree (1 major) Managemen			
	egree (1 major) China Busine	-		
	egree (1 major) China Langu			
	egree (1 major) China Busine			
	egree (1 major) China Langu		021)	
	egree (1 major) Managemen		2022)	
exchange	program Business Managem	ient and Economics (2022)	

Module tit	tle			Abbreviation
Project M	odule Management & L	eadership I		12-M-PMALE1-182-m01
Module co	ordinator		Module offered by	
Dean of th mics	e Faculty of Business N	Aanagement and Econo-		nent and Economics
ECTS M	ethod of grading	Only after succ. con	pl. of module(s)	
10 numerical grade				
Duration	Module level	Other prerequisites		
1 semeste	r graduate			
Contents				
This modu	lle is designed to provi	de credit for work complete	ed in project seminar	rs in Management & Leadership.
Intended	learning outcomes			
		e kinds of modules, a desc	ription of acquired sl	kills cannot be given.
		contact hours, language –		
S (2)	., <u>, , , , , , , , , , , , , , , , , , ,</u>			,
ster, infor project (ap 15 minute Language	mation on whether mod oprox. 15 pages, e.g. te s), weighted 2:1 of assessment: Germa nt offered: In the seme	dule can be chosen to earn rm paper, documentation,	a bonus) preparing a contribu	tion offered — if not every seme-
Allocation	ofplaces			
Additiona	linformation			
Workload				
300 h				
Teaching	cycle			
Teaching	cycle: after announcem	ent		
		n regulations for teaching-o	legree programmes)	
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Module ap	opears in			
	legree (1 major) Manag	ement (2018)		
		Business and Economics (2	2019)	
	• • • •	anguage and Economy (20		
	-	Business and Economics (2		
	-	anguage and Economy (20	021)	
	legree (1 major) Manag			
	legree (1 major) Manag	•		
	legree (1 major) Manag		`	
		Business and Economics (2	-	
master's c	iegree (1 major) China l	anguage and Economy (20	125)	

Module	title				Abbreviation
Project	Modul	e Management & Leade	rship II		12-M-PMALE2-182-m01
Module	coord	inator		Module offered by	
Dean of mics	the Fa	culty of Business Manag	gement and Econo-	· · · · ·	nent and Economics
ECTS	Metho	od of grading	Only after succ. con	pl. of module(s)	
10 numerical grade				• • • •	
Duratio	n	Module level	Other prerequisites		
1 semes	ster	graduate			
Content	S				
This mo	dule is	designed to provide cre	edit for work complete	ed in project semina	rs in Management & Leadership.
Intende	d learr	ning outcomes			· · · · · ·
		accrediting multiple kind	ls of modules, a desc	ription of acquired s	kills cannot be given.
		, number of weekly conta		• •	
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ster, info project (15 minu	ormati (appro tes), w	on on whether module o	an be chosen to earn aper, documentation,	a bonus)	ition offered — if not every seme- ution) and presentation (approx.
	nent o	ffered: In the semester i		offered	
Allocati	on of p	olaces			
Additio	nal info	ormation			
Workloa	ad				
300 h					
Teachin	g cycl	9			
	<u> </u>	e: after announcement			
		LPOI (examination reg	ulations for teaching-	degree programmes)	
			3		
Module	appea	irs in			
		ee (1 major) Managemer	nt (2018)		
	-	ee (1 major) China Busin		2019)	
Master's	s degre	ee (1 major) China Langu	age and Economy (20	019)	
	-	ee (1 major) China Busin			
	-	ee (1 major) China Langu		021)	
	-	ee (1 major) Managemer			
	-	ee (1 major) Managemer			
	-	ee (1 major) Managemer ee (1 major) China Busin	-	903C)	
	-	ee (1 major) China Langu		-	
				/	

Modul	le title				Abbreviation
Projec	t Modu	le Operations & Informa	tion Management I	_	12-M-POPIM1-182-m01
Modul	e coord	inator		Module offered by	
Module coordinator Dean of the Faculty of Business Management and Econo-			gement and Econo-	· · ·	nent and Economics
mics	or the re			raculty of manager	
ECTS	1	od of grading	Only after succ. con	npl. of module(s)	
10	nume	rical grade			
Durati		Module level	Other prerequisites		
1 seme	ester	graduate			
Conte	nts				
	odule i gement.	s designed to provide cre	edit for work complete	ed in project semina	rs in Operations & Information
-		ning outcomes			
		accrediting multiple kind	ls of modules, a desc	ription of acquired s	kills cannot be given.
		, number of weekly conta		· · ·	
V (2) +		,			
• •	• •	t in: English			
		s essment (type, scope, la ion on whether module c			tion offered — if not every seme-
Asses		ssessment: German and ffered: In the semester i bonus		offered	
Alloca	tion of	places	_		
Additi	onal inf	ormation			
			_		
Workl	oad				
300 h					
Teach	ing cycl	e			
Teaching cycle: after announcement					
Teacin		e: after announcement			
		e: after announcement LPO I (examination reg	ulations for teaching-	degree programmes)	
			ulations for teaching-	degree programmes)	
Referr		LPOI (examination regu	ulations for teaching-	degree programmes)	
Referr Modul Maste	ed to in le appea r's degr	LPOI (examination regu ars in ee (1 major) Managemer	it (2018)		, ,
Referr Modul Maste Maste	ed to in le appea r's degr r's degr	LPOI (examination regu ars in ee (1 major) Managemer ee (1 major) China Busin	it (2018) ess and Economics (2	2019)	
Referr Modul Maste Maste Maste	ed to in le appea r's degr r's degr r's degr	LPOI (examination regu ars in ee (1 major) Managemer ee (1 major) China Busin ee (1 major) China Langu	it (2018) ess and Economics (2 lage and Economy (20	2019) 2019)	
Referr Modul Maste Maste Maste Maste	ed to in le appea r's degr r's degr r's degr r's degr	LPOI (examination regu ars in ee (1 major) Managemer ee (1 major) China Busin ee (1 major) China Langu ee (1 major) China Busin	it (2018) ess and Economics (2 lage and Economy (20 ess and Economics (2	2019) 219) 2021)	
Referr Maste Maste Maste Maste Maste	ed to in e appea r's degr r's degr r's degr r's degr r's degr r's degr	LPOI (examination regu ars in ee (1 major) Managemer ee (1 major) China Busin ee (1 major) China Langu	it (2018) ess and Economics (2 lage and Economy (20 ess and Economics (2 lage and Economy (20	2019) 219) 2021)	

Modul					Abbreviation
Projec	t Modu	le Operations & Infor	mation Management II		12-M-POPIM2-182-m01
Module coordinator				Module offered by	<u>I</u>
Dean of the Faculty of Business Management and Econo-			inagement and Econo-	Faculty of Manager	nent and Economics
mics					
ECTS		od of grading	Only after succ. con	npl. of module(s)	
10		erical grade			
Durati		Module level	Other prerequisites	i	
1 seme		graduate			
Conte	nts				
	iodule i gement.	- ,	e credit for work complete	ed in project semina	rs in Operations & Information
Intend	led lear	ning outcomes			
As a re	esult of	accrediting multiple l	kinds of modules, a desc	ription of acquired s	kills cannot be given.
Course	es (type	e, number of weekly c	ontact hours, language –	– if other than Germa	an)
V (2) +	· Ü (2)				
projec	nformat t (appro	ion on whether modu ox. 15 pages, e. g. terr	le can be chosen to earn	a bonus)	
projec 15 min Langu Assess credita Alloca	nformat t (appro utes), v age of a sment o able for tion of	ion on whether modu ox. 15 pages, e.g. terr veighted 2:1 assessment: German offered: In the semest bonus	le can be chosen to earn n paper, documentation,	a bonus) , preparing a contrib	
projec 15 min Langua Assess credita Alloca	nformat t (appro- uutes), v age of a sment c able for tion of onal inf	ion on whether modu ox. 15 pages, e. g. terr weighted 2:1 assessment: German offered: In the semest bonus places	le can be chosen to earn n paper, documentation, and/or English	a bonus) , preparing a contrib	ation offered — if not every semu ution) and presentation (approx
projec 15 min Langua Assess credita Alloca Additio	nformat t (appro- uutes), v age of a sment c able for tion of onal inf	ion on whether modu ox. 15 pages, e. g. terr weighted 2:1 assessment: German offered: In the semest bonus places	le can be chosen to earn n paper, documentation, and/or English	a bonus) , preparing a contrib	·
projec 15 min Langua Assess credita Alloca Additio Worklo 300 h	nformat t (appro- uutes), v age of a sment c able for tion of onal inf	ion on whether modu ox. 15 pages, e. g. terr weighted 2:1 assessment: German offered: In the semest bonus places	le can be chosen to earn n paper, documentation, and/or English	a bonus) , preparing a contrib	·
projec 15 min Langua Assess credita Alloca Additio Worklo 300 h Teachi	nformat t (appro- nutes), v age of a sment c able for tion of onal inf oad	ion on whether modu ox. 15 pages, e. g. terr weighted 2:1 assessment: German offered: In the semest bonus places	le can be chosen to earn n paper, documentation, and/or English er in which the course is	a bonus) , preparing a contrib	·
projec 15 min Langua Assess credita Alloca Additio Worklo 300 h Teachi Teachi	nformat t (appro- uutes), v age of a sment c able for tion of onal inf oad ing cycl	ion on whether modu ox. 15 pages, e. g. terr weighted 2:1 assessment: German offered: In the semest bonus places formation	le can be chosen to earn n paper, documentation, and/or English er in which the course is	a bonus) preparing a contrib offered	ution) and presentation (approx
projec 15 min Langua Assess credita Alloca Additio Worklo 300 h Teachi Teachi	nformat t (appro- uutes), v age of a sment c able for tion of onal inf oad ing cycl	ion on whether modu ox. 15 pages, e. g. terr weighted 2:1 assessment: German offered: In the semest bonus places formation	le can be chosen to earn n paper, documentation, and/or English er in which the course is	a bonus) preparing a contrib offered	ution) and presentation (approx
projec 15 min Langua Assess credita Alloca Additio 300 h Teachi Teachi Referro	nformat t (appro- uutes), v age of a sment c able for tion of onal inf oad ing cycl	ion on whether modu ox. 15 pages, e. g. terr weighted 2:1 assessment: German offered: In the semest bonus places formation	le can be chosen to earn n paper, documentation, and/or English er in which the course is	a bonus) preparing a contrib offered	ution) and presentation (approx
projec 15 min Langua Assess credita Alloca Additio Worklo 300 h Teachi Teachi Referro Modul	nformat t (appro- nutes), v age of a sment c able for tion of onal inf oad ing cycl ing cycl ed to in	ion on whether modu ox. 15 pages, e. g. terr weighted 2:1 assessment: German offered: In the semest bonus places formation	Ile can be chosen to earn n paper, documentation, and/or English er in which the course is	a bonus) preparing a contrib offered	ution) and presentation (approx
projec 15 min Langua Assess credita Alloca Additio 300 h Teachi Teachi Referro Modul Maste Maste	nformat t (appro- outes), v age of a sment of able for tion of onal inf oad ing cycl ed to in le appea r's degr	ion on whether modu ox. 15 pages, e. g. terr weighted 2:1 assessment: German offered: In the semest bonus places formation e: after announcemen LPO I (examination ars in ree (1 major) Manager ree (1 major) China Bu	nent (2018) Isiness and Economics (2	a bonus) preparing a contrib offered degree programmes 2019)	ution) and presentation (approx
projec 15 min Langua Assess credita Alloca Additio Worklo 300 h Teachi Teachi Teachi Referro Maste Maste Maste	nformat t (appro- nutes), v age of a sment c able for tion of onal inf oad ing cycl ing cycl ed to in r's degr r's degr r's degr	ion on whether modu px. 15 pages, e. g. terr weighted 2:1 assessment: German offered: In the semest bonus places formation formation le e: after announcement LPO I (examination ars in ree (1 major) Manager ree (1 major) China Bu ree (1 major) China La	Ile can be chosen to earn n paper, documentation, and/or English er in which the course is nt regulations for teaching- nent (2018) isiness and Economics (2 nguage and Economy (20	a bonus) preparing a contrib offered degree programmes 2019) 019)	ution) and presentation (approx
projec 15 min Langua Assess credita Alloca Additio Worklo 300 h Teachi Teachi Referro Modul Maste Maste Maste Maste	nformat t (appro- putes), v age of a sment of able for tion of onal inf oad ing cycl ing cycl ed to in r's degr r's degr r's degr	ion on whether modu px. 15 pages, e. g. terr weighted 2:1 assessment: German offered: In the semest bonus places formation fermation e: after announcement LPO I (examination ars in ree (1 major) Manager ree (1 major) China Bu ree (1 major) China Bu ree (1 major) China Bu	Ile can be chosen to earn n paper, documentation, and/or English er in which the course is nt regulations for teaching- nent (2018) Isiness and Economics (2 Isiness and Economy (20 Isiness and Economics (2	a bonus) preparing a contrib offered degree programmes 2019) 2021)	ution) and presentation (appro.
projec 15 min Langua Assess credita Alloca Additio Worklo 300 h Teachi Teachi Referr Modul Maste Maste Maste Maste Maste	nformat t (appro- nutes), v age of a sment of able for tion of onal inf oad ing cycl ing cycl ed to in r's degr r's degr r's degr r's degr	ion on whether modu px. 15 pages, e. g. terr weighted 2:1 assessment: German offered: In the semest bonus places formation fermation e: after announcement LPO I (examination ars in ree (1 major) Manager ree (1 major) China Bu ree (1 major) China Bu ree (1 major) China Bu	Ile can be chosen to earn n paper, documentation, and/or English er in which the course is nt regulations for teaching- nent (2018) usiness and Economics (20 nguage and Economy (20 siness and Economy (20)	a bonus) preparing a contrib offered degree programmes 2019) 2021)	ution) and presentation (appro

Module	e title				Abbreviation		
Project Management and Control					12-M-PROM-182-m	01	
Module coordinator				Module offered by			
holder of the Chair of Business Management, Controllin			rement Controlling	· · ·	nent and Economics		
and Ac			Sement, Controlling				
ECTS		od of grading	Only after succ. con	npl. of module(s)			
5		rical grade					
Duration Module level		Module level	Other prerequisites				
1 semester graduate							
Conten	ts						
of proje ment a method	ect mar re cons ds and	ocuses on the discussion nagement and control w sidered. It covers charac instruments of control a ential applications of th	ithin enterprises. Both teristic features and s nd management of pr	n classic and agile ap tructures of projects, ojects in various pro	pproaches to project , their possible succ	manage- ess factors,	
Intende	ed lear	ning outcomes					
trol is a fields o thin the	cquire of appli e config	ledge about fundament d. What is more, the mo cation and limits of com guration and developme tained.	dule conveys knowled monly used instrume	lge about strengths a nts and methods of p	and weaknesses and practitioners. Compe	d therewith etences wi-	
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	in)		
S (2)							
ster, in written	formati exami ige of a	sessment (type, scope, l ion on whether module nation (approx. 60 minu ssessment: German and bonus	can be chosen to earn tes)				
Allocat	ion of _l	places					
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	e					
		e: winter semester	_				
		LPOI (examination reg	ulations for teaching	degree programmos)			
Neiene				acgree programmes)			
Madul		are in					
Module			at(aa,0)				
	-	ee (1 major) Managemeı ee (1 major) China Busir		2010)			
	-	ee (1 major) China Bush ee (1 major) China Langi					
	-	ee (1 major) Information	• , ,				
		ee (1 major) China Busir		2021)			
	-	ee (1 major) China Langi					
	-	ee (1 major) Economath					
Master	's degr	ee (1 major) Information	Systems (2022)				
Master's w	ith 1 maio	r Management (2022)	IMII Würzburg	g ● generated 19-Apr-2025 ● e	exam, reg.	page 215 / 309	
				Aaster (120 ECTS) Manageme	-	P	



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.	page 216 / 309
	data record Master (120 ECTS) Management - 2022	

Module titl				Abbreviation	
Project Mo	dule Strategic Entreprene	eurship		12-M-PUGF-182-mo	1
Module co	ordinator		Module offered by		
holder of th	ne Chair of Entrepreneursl	nip and Strategy	Faculty of Managem	nent and Economics	
· · · · · · · · · · · · · · · · · · ·	thod of grading	Only after succ. cor	npl. of module(s)		
	merical grade				
Duration	Module level	Other prerequisites	i		
1 semester	graduate	-			
Contents					<u> </u>
ting empiri methods an stion. Beyo also includ our Chair a ler-scale ac an exceller	ar is a primer on academi cal research as part of the nd advanced academic w ond this background, they es collecting and analyzir nd the University Library. cademic article and prese nt opportunity for mutual l	ir master thesis projec riting. Participants will select an appropriate r ng primary and/or seco In a final step, participant the approach and es	ts. The module starts then choose or other research design to ac ndary data, with vari ants document their	with a crash course wise be assigned a ldress the question ous datasets being a research in the form	on research research que- at hand. This available via of a smal-
	earning outcomes				
 Help Enab Learning of On success Form Build Choo Docu 	students understand the students understand the ele students to critically ap <i>utcomes</i> ful completion of this mo ulate an adequate research tentative theoretical mod se an appropriate research iment the research in the	role of different researce opraise alternative appr dule students will be a ch question dels ch design to test the mo form of an academic m	ch strategies roaches to collecting ble to: odel anuscript	and analyzing data	
	pe, number of weekly cor	ntact hours, language –	- if other than Germa	n)	
S (2)					
	assessment (type, scope, nation on whether module			tion offered — if not	every seme-
20 minutes Language o	(approx. 15 pages) and p s; groups of 3: approx. 30 of assessment: German ar nt offered: In the semester	minutes), weighted 2:1 nd/or English		5 minutes@ groups (of 2: approx.
Allocation	of places				
by lot amor number of cated by lo	(1) Should the number of ng all applicants irrespect places will be allocated ir t as they become availabl	ive of their subjects. (2 the same procedure. () Places on all course	es of the module wit	h a restricted
Additional	information				
Workload					
300 h					
Teaching c	·				
	ycle: after announcement				
Master's with 1 n	najor Management (2022)		g • generated 19-Apr-2025 • e Naster (120 ECTS) Manageme	-	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) 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) China Language and Economy (2025)
Master's degree (1 major) Economathematics (2025)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 218 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title				Abbreviation
Accour	nting an	d Capital Markets			12-M-REKA-182-m01
Modul	e coordi	nator		Module offered by	
		Chair of Business Mana	and Controlling		nent and Economics
	countin		gement, Controlling	Faculty of Manager	nent and Economics
ECTS	1	od of grading	Only after succ. con	npl. of module(s)	
5	1	rical grade			
Duratio	<u> </u>	Module level	Other prerequisites		
1 seme		graduate			
Conten		<u> </u>			
as thei text, ar ters. Ba sheet t blicity J Intende Initially as info nomic ge abo valuati market V (2) + Methor ster, in a) writt b) term Langua	r impac n econo ased on heories are disc ed learr y, a func rmation impacts ut poss on stan ts are cc es (type, Ü (2) d of ass formati ten exar paper age of as	t on internal and exterr mic perspective has pr the theoretical founda , typical issues concern ussed. ing outcomes damental knowledge al systems is acquired. I s of the configuration of ible impacts of change dards, publicity rules of onsidered. number of weekly con essment (type, scope, on on whether module nination (approx. 60 m (approx. 15 pages) ssessment: German an	al recipients under co lority over detailed leg tions of information ec- ning cost and manager bout the conception ar in the following, the mo f management and fina in institutional gener r regulations about the tact hours, language – language — if other th can be chosen to earn inutes) or	nsideration of the in al arrangements and conomics as well as rial accounting as we odule mainly sharper ancial accounting. W ral frameworks is cov e distribution of prof – if other than Germa an German, examina	possible configurations as well stitutional setting. In this con- l regulations by the standard se decision-making and balance ell as financial accounting and p ment and financial accounting ns the understanding of the eco hat is more, extensive knowled vered. For example, changes in its in enterprises and on capital m)
credita	ble for	bonus			
Allocat	tion of p	laces			
			_		
Additio	onal info	ormation			
			_		
Worklo	bad				
150 h					
	ng cycle				
Teachi	ng cycle	: summer semester			
	1	IDOI (avamination rad	1	-1	
Referre	ed to in	LPUT (examination reg	ulations for teaching-	degree programmes)	
Referre	ed to in		ulations for teaching-	degree programmes)	
 Module	e appea	rs in		degree programmes)	
 Module Master Master Master Master	e appea ''s degre ''s degre ''s degre ''s degre	rs in ee (1 major) Manageme ee (1 major) Internation ee (1 major) China Busi ee (1 major) China Lang ee (1 major) Informatior	nt (2018) al Economic Policy (20 ness and Economics (2 uage and Economy (20 1 Systems (2019)	018) 2019) 019)	
 Module Master Master Master Master Master	e appea d's degre d's degre d's degre degre degre degre	rs in ee (1 major) Manageme ee (1 major) Internation ee (1 major) China Busi ee (1 major) China Lang	nt (2018) al Economic Policy (20 ness and Economics (2 uage and Economy (20 n Systems (2019) ness and Economics (2	018) 2019) 019)	

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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 220 / 309
	data record Master (120 ECTS) Management - 2022	

Module	title				Abbreviation
Tax-Op	timize	d Business Organization			12-M-RFW-222-m01
Module	Module coordinator			Module offered by	
holder Taxatio		Chair of Business Manage	ement and Business	Faculty of Managem	nent and Economics
ECTS	Metho	od of grading	Only after succ. com	npl. of module(s)	
5	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
mic mo odic me	dels ar easure:	e used to calculate the e	ffective tax burden freers, or changes of the	om ongoing busines legal form. Our pers	iness activities. Static and dyna- s activities but also from a-peri- pective is that of an investor re- Germany and abroad.
Intende	ed lear	ning outcomes			
ve; (ii) calc	ulate t	he tax burden from ongoi	ng business activitie	s in Germany and ab	rms from an investor's perspecti- proad; 5, mergers, and changes of legal
Course	s (type	, number of weekly conta	ct hours, language —	· if other than Germa	n)
V (2) +	Ü (2)				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
prox. 20 Langua	o minu ge of a ment o	tes), weighted 60:40 ssessment: German and, ffered: To be announced		prox. 15 pages) and	presentation of term paper (ap-
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h					
Teachir	ıg cycl	e			
		e: winter semester			
		LPOI (examination regu	lations for teaching-o	legree programmes)	
Module	e appea	urs in			
		ee (1 major) Management	: (2018)		
		ee (1 major) Economathe			
	-	ee (1 major) Management			
Master	s degr	ee (1 major) Economathe	matics (2022)		

Module	e title				Abbreviation	
Advanc	ced Sen	ninar: Entrepreneurshi	p and Management		12-M-SAS-182-m01	
Madula	e coord					
			in and Church and	Module offered by		
		hair of Entrepreneurs			nent and Economics	
ECTS 10		d of grading rical grade	Only after succ. cor	npl. of module(s)		
Duratio	<u> </u>	Module level	Other prerequisites	<u>.</u>		
1 seme		graduate		•		
Conten		5.444446	l			
Studen	nts deve	lop seminar papers or le key insights from th	n varying topics in the c	domain of entreprene	eurship, strategy, and	d innovation
		ing outcomes				
 E E E Learnin On succ D A E A Course S (2) Method ster, in term pate Langua 	nable s nable s nable s ng outco cessful Different Adopt th ngage i Articulat s (type, d of ass formati aper (ap age of a	tudents to develop a students to create a rest omes completion of this mo tiate their research fro eoretical perspectives in comprehensive acad e abstract and comple number of weekly cor essment (type, scope, on on whether module prox. 20 pages) and p ssessment: German an	view a substantial bod sound theoretical frame search paper fully meet dule students will be a m previous work to understand comple demic reasoning ex phenomena and rela ntact hours, language - language — if other the can be chosen to earr presentation (15 to 30 n nd/or English	ework ting academic stands ble to: ex phenomena tionships in written – if other than Germa an German, examina a bonus)	ards and oral form an) ation offered — if not	every seme-
		ffered: Once a year, wi	nter semester			
Allocat						
by lot a numbe cated b	among a er of pla by lot as	all applicants irrespect ces will be allocated ir they become availab	applications exceed th ive of their subjects. (2 a the same procedure. e.	Places on all cours	es of the module wit	h a restricted
Additio	onal info	ormation				
Worklo	ad					
300 h						
Teachi	ng cycl	9				
Teachir	ng cycle	e: each semester				
Referre	ed to in	LPOI (examination re	gulations for teaching-	degree programmes)		
Module	e appea	rs in				
		ee (1 major) Managem	ent (2018)			
	-		iness and Economics (
Master's wi	ith 1 major	Management (2022)		g • generated 19-Apr-2025 • 6 Master (120 ECTS) Manageme	-	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) 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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 223 / 309
	data record Master (120 ECTS) Management - 2022	

Modul	e title				Abbreviation	
Advan	ced Sem	inar: Corporate Financ	:e		12-M-SBL-182-m01	
Modul	e coordi	nator		Module offered by	<u> </u>	
			gement and Corporate		ant and Economics	
Financ			gement and corporate	Faculty of Managen		
ECTS	1	d of grading	Only after succ. con	nnl. of module(s)		
10	1	ical grade				
Duratio		Module level	Other prerequisites			
1 seme	· · · · · · · · · · · · · · · · · · ·	graduate				
Conter		Sidduite				
This se lyze a s their th	eminar d selected	topic and to write a se e seminar may be larg	s in investment and fir eminar thesis. Moreove ely literature based or	er, they are required	to present, discuss a	and defend
Intend	ed learn	ing outcomes				
	-		ge in recent application n seminar thesis, and t			ire able to
Course	es (type,	number of weekly con	tact hours, language –	- if other than Germa	in)	
S (2)		· · · · ·				
Metho			language — if other the can be chosen to earn		tion offered — if not	every seme-
			entation (approx. 20 m		1	
		ssessment: German an		mates), weighted 2.	1	
Allocat	tion of p	laces				
by lot a numbe cated b	among a er of plac by lot as	ll applicants irrespect	pplications exceed the ve of their subjects. (2) the same procedure. (e.) Places on all cours	es of the module wit	h a restricted
Worklo	oad					
300 h						
-	ng cycle					
		: each semester				
Kererre	ea to in	LPUI (examination reg	gulations for teaching-o	uegree programmes)		
	e appea					
	-	e (1 major) Manageme				
	-	-	al Economic Policy (20			
	-	-	ness and Economics (2	-		
Master	-		uage and Economy (20	•		
	ملم ماء	a (a mained) Chine D	need provide the second s			
Master	-	e (1 major) China Busi				
Master Master	r's degre	e (1 major) China Lang	uage and Economy (20			
Master Master Master	r's degre r's degre	ee (1 major) China Lang ee (1 major) Economath	uage and Economy (20 nematics (2021)	021)		
Master Master Master Master	r's degre r's degre r's degre	e (1 major) China Lang e (1 major) Economath e (1 major) Internation	uage and Economy (20 nematics (2021) al Economic Policy (20	021)		
Master Master Master Master Master	r's degre r's degre r's degre r's degre	ee (1 major) China Lang ee (1 major) Economath	uage and Economy (20 nematics (2021) al Economic Policy (20 ent (2022)	021)		
Master Master Master Master Master Master	r's degre r's degre r's degre r's degre r's degre	e (1 major) China Lang e (1 major) Economath e (1 major) Internation e (1 major) Manageme	guage and Economy (20 nematics (2021) al Economic Policy (20 ent (2022) nematics (2022)	021)	exam. reg.	page 224 / 309



exchange program Business Management and Economics (2022)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 225 / 309
	data record Master (120 ECTS) Management - 2022	

Module					Abbreviation	
Industr	rial Ma	nagement 1			12-M-SBM-182-mo1	
Module	e coord	inator		Module offered by		
holder Manag		Chair of Business Mana	gement and Industrial	Faculty of Managen	nent and Economics	
ECTS	1	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio	on 🛛	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
(purcha	asing, r	dresses central issues on naterials management, leveloped that are releve	procurement logistics)			
Intende	ed lear	ning outcomes				
term, co re struc based o and dis ply.	ompeti ctured, on key scuss th	n the principles of perfo tively sensitive potentia to goal-oriented analyz instruments. Students a neir strategic importanc	al for success. After con e and to respond to pe are able to accurately o e and dominate essen	mpletion of the mod rformance-oriented classify the tasks of t tial methods and pro	ule students are abl issues of strategic p he procurement and ocedures used in thi	e to prepa- rocurement I to describe
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)	
V (2) +						
		night also be offered as		· · · · · · · · · · · · · · · · · · ·		
		essment (type, scope, on on whether module			tion offered — if not	every seme-
b) pres c) term d) entir e) portf	entatio paper rely or p folio (aj ige of a	mination (approx. 40 to n (approx. 20 minutes) (30 to 40 pages) or partly computerised writ pprox. 20 pages) ssessment: German an bonus	and term paper (15 to tten examination (appi		1:1 OT	
Allocat	ion of p	olaces				
by lot a numbe	imong a r of pla	Should the number of a all applicants irrespecti ces will be allocated in s they become available	ve of their subjects. (2) the same procedure. () Places on all course	es of the module wit	h a restricted
Additio	nal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	e				
Teachir	ng cycle	e: after announcement				
		LPOI (examination reg	ulations for teaching-o	legree programmes)		
			<u> </u>	<u> </u>		
Module	e appea	ars in				
Master	's degr	ee (1 major) Manageme		18)		
		ee (1 major) Internation	JMU Würzburg	18) • generated 19-Apr-2025 • e Naster (120 ECTS) Managemei	-	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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 227 / 309
	data record Master (120 ECTS) Management - 2022	

Module tit	tle			Abbreviation	
Seminar: S	Supply Chain Competition		_	12-M-SCC-161-m01	
Module coordinator Module offered by					
			Module offered by		
	he Chair of Logistics and C		· · · · ·	nent and Economics	
ECTS Method of grading Only after succ. compl. of module(s)					
	umerical grade				
	Duration Module level Other prerequisites				
1 semeste	r graduate				
Contents					
	ninar "Supply Chain Compe of operations and supply cl		ipate in an online m	ulti-round simulatior	n and apply
Intended l	earning outcomes				
	oleting this seminar studer	nts			
ii. faced th iii. and un	and applied quantitative ne practical problems wher derstand the challenges to ype, number of weekly cor	using real data to fee reach a coordinated d	d models, ecision in a compan	у.	anagement,
	ype, number of weekly cor			un <i>)</i>	
S (2)	- /				
	f assessment (type, scope, mation on whether module			ition offered — if not	every seme-
Language	r (approx. 15 to 20 pages) of assessment: German ar nt offered: Once a year, wi	id/or English	ox. 10 minutes), wei	ghted 2:1	
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	linformation				
Workload					
150 h					
Teaching	cycle				
	cycle: each semester				
		aulations for to a li			
kererrea to	o in LPO I (examination re	guiations for teaching-	uegree programmes)		
Module ap	•				
	legree (1 major) Economatl				
Master's degree (1 major) Business Management (2015)					
	legree (1 major) China Bus				
	legree (1 major) Internation	•	-		
	legree (1 major) China Lang	,	016)		
	legree (1 major) Manageme		10)		
	legree (1 major) Internatior		918) g • generated 19-Apr-2025 • 6	exam, reg.	page 228 / 309
	.,		Master (120 ECTS) Manageme	-	

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			
Strategic Decisions and Competition		12-M-SDC-182-m01			
Module coordinator Module offered			Module offered by		
		Chair of Industrial Econor	nics		nent and Economics
ECTS		od of grading	Only after succ. com	· · · · · · · · · · · · · · · · · · ·	
5	· · · · · · · · · · · · · · · · · · ·	rical grade		E	
Duratio	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conten	nts				
1. Strat	tegic sit	uations and decision ma	king		
2. Anal	lyzing s	trategic situations with g	ame theory		
1. Non	coopera	ative simultaneous move	games		
	h equili				
3. Mod	lels of o	ligopoly markets			
3. Dyna	amic Ga	imes			
		stage games and subgan		n	
		mitment in dynamic situa dvertising			
-		ining and unions			
4. Repe	eated G	ames			
1. Eme	rgence	of coordination in long in	teractions		
		etween competing firms			
3. Time	e consis	tent monetary policy			
5. Stati	ic game	s of incomplete Informat	ion		
1. Baye	esian Na	ash equilibrium			
2. Auct		·			
6. Dyna	amic ga	mes of incomplete inforn	nation		
1. Mora	al hazar	d and nonlinear pricing			
2. Perfe	ect Baye	esian equilibrium			
	allingg				
	 Job-market signalling Corporate investment and capital structure 				
Intended learning outcomes					
	_		s the students shou	ld bo familiar with o	conomic models that can be
of simp	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 situa-				
					nomic mechanisms which emer-
					ations arising in industrial eco- cquire skills which enable them
					al models. By means of comple-
					ns to an appropriate economic
model.	. Based	on an analysis of this mo			trategies and derive the corre-
spondi	sponding managerial implications.				

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	data record Master (120 ECTS) Management - 2022	1

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

V (2) + Ü (2)

Module taught in: English

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

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

b) term paper (15 to 20 pages)

Language of assessment: English

creditable for bonus

Allocation of places

--

Additional information

Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

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

Module	e title			Abbreviation	
Seminar: E-Business Strategies 12-M-SEBS-161-m01			1		
	Module coordinator Module offered by				
	of the Chair of Information S		· · · · · · · · · · · · · · · · · · ·	nent and Economics	
ECTS					
10					
Duration Module level Other prerequisites 1 semester graduate					
	[3				
Conten		important knowladge e	and chills that will an	able them to proper	o o wall struc
tured te	course, students will acquire erm paper and to present the atforms (electronic markets, \	results of their work wi	ith the help of relevar	nt topics in the fields	
	ed learning outcomes		0 0	1 2	
	emic literature review				
- Integr	ration of developed results in	scientific papers			
- Creati	ing presentations and talks				
Course	s (type, number of weekly co	ntact hours, language -	– if other than Germa	n)	
S (2)					
	d of assessment (type, scope formation on whether modul			tion offered — if not	every seme-
	formation on whether modul	e can be chosen to earr	i a bonus)		
			•	ighted 2:1	
term pa Langua	aper (approx. 20 to 25 pages) age of assessment: German a) and presentation (app nd/or English	•	ghted 2:1	
term pa Langua	aper (approx. 20 to 25 pages)) and presentation (app nd/or English	•	ghted 2:1	
term pa Langua Assess	aper (approx. 20 to 25 pages) age of assessment: German a) and presentation (app nd/or English	•	ighted 2:1	
term pa Langua Assessi Allocat 20 plac by lot a numbe	aper (approx. 20 to 25 pages) age of assessment: German a ment offered: Once a year, w ion of places ces. (1) Should the number of among all applicants irrespec er of places will be allocated i) and presentation (app nd/or English inter semester f applications exceed th tive of their subjects. (2 n the same procedure.	rox. 20 minutes), we ne number of availabl 2) Places on all course	e places, places will es of the module wit	th a restricted
term pa Langua Assess Allocat 20 plac by lot a numbe cated b	aper (approx. 20 to 25 pages) age of assessment: German a ment offered: Once a year, w tion of places ces. (1) Should the number of among all applicants irrespec) and presentation (app nd/or English inter semester f applications exceed th tive of their subjects. (2 n the same procedure.	rox. 20 minutes), we ne number of availabl 2) Places on all course	e places, places will es of the module wit	th a restricted
term pa Langua Assess Allocat 20 plac by lot a numbe cated b	aper (approx. 20 to 25 pages) age of assessment: German a ment offered: Once a year, w tion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated i by lot as they become availab) and presentation (app nd/or English inter semester f applications exceed th tive of their subjects. (2 n the same procedure.	rox. 20 minutes), we ne number of availabl 2) Places on all course	e places, places will es of the module wit	th a restricted
term pa Langua Assessi Allocat 20 plac by lot a numbe cated b Additio	aper (approx. 20 to 25 pages) age of assessment: German a ment offered: Once a year, w tion of places ces. (1) Should the number of among all applicants irrespec or of places will be allocated i by lot as they become availab) and presentation (app nd/or English inter semester f applications exceed th tive of their subjects. (2 n the same procedure.	rox. 20 minutes), we ne number of availabl 2) Places on all course	e places, places will es of the module wit	th a restricted
term pa Langua Assessi Allocat 20 plac by lot a numbe cated b Additio Worklo	aper (approx. 20 to 25 pages) age of assessment: German a ment offered: Once a year, w tion of places ces. (1) Should the number of among all applicants irrespec or of places will be allocated i by lot as they become availab) and presentation (app nd/or English inter semester f applications exceed th tive of their subjects. (2 n the same procedure.	rox. 20 minutes), we ne number of availabl 2) Places on all course	e places, places will es of the module wit	th a restricted
term pa Langua Assessi Allocat 20 plac by lot a number cated b Additio Worklo 300 h	aper (approx. 20 to 25 pages) age of assessment: German a ment offered: Once a year, w tion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated i by lot as they become availab onal information) and presentation (app nd/or English inter semester f applications exceed th tive of their subjects. (2 n the same procedure.	rox. 20 minutes), we ne number of availabl 2) Places on all course	e places, places will es of the module wit	th a restricted
term pa Langua Assessi Allocati 20 plac by lot a numbe cated b Additio Worklo 300 h Teachin	aper (approx. 20 to 25 pages) age of assessment: German a ment offered: Once a year, w tion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated i by lot as they become availab onal information) and presentation (app nd/or English inter semester f applications exceed th tive of their subjects. (2 n the same procedure.	rox. 20 minutes), we ne number of availabl 2) Places on all course	e places, places will es of the module wit	th a restricted
term pa Langua Assessi Allocati 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir	aper (approx. 20 to 25 pages) age of assessment: German a sment offered: Once a year, w ion of places ces. (1) Should the number of among all applicants irrespec or of places will be allocated i by lot as they become availab onal information pad ng cycle ng cycle: each semester) and presentation (app nd/or English inter semester Fapplications exceed th tive of their subjects. (2 n the same procedure. ole.	rox. 20 minutes), we ne number of availabl 2) Places on all course (3) A waiting list will l	e places, places will es of the module wit be maintained and p	th a restricted
term pa Langua Assessi Allocati 20 plac by lot a numbe cated b Additio Worklo 300 h Teachir Teachir	aper (approx. 20 to 25 pages) age of assessment: German a ment offered: Once a year, w tion of places ces. (1) Should the number of among all applicants irrespect or of places will be allocated i by lot as they become availab onal information) and presentation (app nd/or English inter semester Fapplications exceed th tive of their subjects. (2 n the same procedure. ole.	rox. 20 minutes), we ne number of availabl 2) Places on all course (3) A waiting list will l	e places, places will es of the module wit be maintained and p	th a restricted
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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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 233 / 309
	data record Master (120 ECTS) Management - 2022	

	rrent problems of external accounting and au- an language. Il techniques of scientific work; ;; seminar participants; performance adequately considering commu- er than German)
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20 places. (1) Should the number of applications exceed the number of avai among all applicants irrespective of their subjects.	
re. (3) A waiting list will be maintained and places re-allocated by lot	places will be allocated in the same procedu-
Additional information	
Workload	
300 h	
Teaching cycle	
Teaching cycle: each semester	
Referred to in LPO I (examination regulations for teaching-degree	
 Module appears in	programmes)
Master's degree (1 major) Management (2022) Master's degree (1 major) Economathematics (2022)	programmes)

Module	e title				Abbreviation	
Advanced Seminar: Industrial Management		12-M-SI-161-m01				
Module coordinator Module offered by						
		Chair of Business Manag	ement and Industrial	Faculty of Managen	nent and Economics	
	Management					
ECTS	1	od of grading	Only after succ. con	ipl. of module(s)		
10		rical grade				
	Duration Module level Other prerequisites					
1 seme		graduate				
Conten						
		r, students will write sen and findings of these p			l of industrial manaន្	gement. The
Intende	ed lear	ning outcomes				
ned by cessary with int ten con Throug	taking /, to filt troduct tribution h the le	have acquired in-depth l care of the seminar to d er, to evaluate, tu critica ion of own scientifically on to the topic of Indust ecture, students learn to me frame and to defend	eepen their knowledg Illy analyze and to ask based further develop ial Management, whi present selected cont	e for making scientif each other. On this oments, the participa ch complies with the tent of their housewo	ic work, to research basis, and, where a ants will learn to pre principles of scient ork in a suitable forn	literature ne- ppropriate, pare a writ- ific work.
Course	s (type	, number of weekly cont	act hours, language –	- if other than Germa	n)	
S (2)						
Method		sessment (type, scope, l on on whether module of			tion offered — if not	every seme-
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						
Allocat	ion of p	olaces				
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo- cated by lot as they become available.						
Additio	nal inf	ormation				
Worklo	ad					
300 h						
Teachir		0				
		e: each semester				
Referre	Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module	e appea	ars in				
	-	ee (1 major) Economathe				
Master's degree (1 major) Business Management (2015)						
	-	ee (1 major) China Busin				
	-	ee (1 major) Internationa		-		
	-	ee (1 major) China Langı ee (1 major) Managemer		10)		
		ee (1 major) Internationa		18)		
	-	r Management (2022)		• generated 19-Apr-2025 • e	xam. reg.	page 235 / 309
			data record N	laster (120 ECTS) Manageme	nt - 2022	

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	
Advanced Seminar: Industrial Organization 12-M-SIO-161-m01					
Module coordinator		Madula offered by	<u> </u>		
			Module offered by		
	of the Chair of Industrial Ecor		· · · · ·	nent and Economics	
ECTS Method of grading Only after succ. compl. of module(s)					
10	numerical grade				
	Duration Module level Other prerequisites				
1 semester graduate					
Conten	ts				
their ad and wri	urse covers selected advance lvisor, will choose a topic and te a paper on this research q o an audience.	I formulate a research o	question. Then they a	are expected to conc	luct research
Intende	ed learning outcomes				
 perfo critic desci sugg prese 	 After completing the course "Seminar: Industrieökonomik", students will be able to 1. perform a survey of the scientific literature on a given topic; 2. critically assess the economic models and their findings in the literature; 3. describe the economic mechanisms underlying important economic observations; 4. suggest future research directions; 5. present their findings to an audience. 				
Courses	s (type, number of weekly cor	itact hours, language –	– if other than Germa	ın)	
S (2)					
	d of assessment (type, scope, formation on whether module			tion offered — if not	every seme-
	aper (approx. 20 pages) and p ge of assessment: German ar		o minutes), weighted	2:1	
Allocati	ion of places				
by lot a number	10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allo- cated by lot as they become available.				
Additio	nal information				
Worklo	ad				
300 h					
	ng cycle				
	ng cycle: each semester	aulations for to all			
Keferre	d to in LPO I (examination re	guiations for teaching-	uegree programmes)		
Module	appears in				
	's degree (1 major) Economat	nematics (2016)			
Master's degree (1 major) Economication action (2010) Master's degree (1 major) Business Management (2015)					
Master's degree (1 major) China Business and Economics (2016)					
Master'	's degree (1 major) Internation	nal Economic Policy (20	015)		
	's degree (1 major) China Lan	,	016)		
	's degree (1 major) Managem				
	's degree (1 major) Internation	•			
	s degree (1 major) China Bus		-	Nom 100	
master S WI	un i major management (2022)		g • generated 19-Apr-2025 • 6 Master (120 ECTS) Manageme		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) 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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 238 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title				Abbreviation	
Strateg	Strategic Marketing 12-M-SM-161-m01					
Module	e coord	inator		Module offered by		
holder ting	of the (Chair of Business Admi	nistration and Marke-	Faculty of Managen	nent and Economics	
ECTS	Meth	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio	I	Module level	Other prerequisites			
1 seme		graduate				
Conten						
	dule ra	ises awareness in stud ical competitive proce	lents of the relevance a ss.	and necessity of strat	tegic management i	n a competiti-
discuss	on the ses the	roots of the concept of	s well as the stakehold f strategy in marketing competitive advantage	based on Drucker, Po	orter, Ansoff and Mi	ntzberg. The
Outline of syllabus: 1. Competitive dynamics requires strategy and leadership 2. Marketing strategies, stakeholder management and entrepreneurship 3. Objectives and tasks of corporate governance in management practice 4. Competitive forces, strategies and benefits according to Michael Porter 5. Growth strategies and marketing myths 6. Future technologies, new businesses and dynamic capabilities 7. Nature and principles of responsible management						
Reading: Barnard, CI (1938): The Functions of the Executive, Harvard University Press, Cambridge, Massachusetts. Eschenbach, R.; Eschenbach, S.; Kunesch, H. (2008): Strategische Konzepte: Management-Ansätze von Ansoff bis Ulrich, 5th ed., Schäffer-Poeschel Stuttgart. Freeman, RE (2010): Strategic Management: A Stakeholder Approach, Cambridge University Press. Grant, R. M.; Nippa, M. (2006): Strategisches Management: Analyse, Entwicklung und Implementierung von Un- ternehmensstrategien, 5th ed., Pearson Munich. Hinterhuber, H. H. (2011): Strategische Unternehmensführung I. Strategisches Denken, 8th ed., Erich Schmidt Verlag, Berlin.						
 Hungenberg, H. (2012): Strategisches Management in Unternehmen: Ziele Prozesse Verfahren, 7th ed., Gabler, Wiesbaden. Johnson, G.; Scholes, K.; Whittington, R. (2009): Fundamentals of Strategy, 1st ed., Financial Times and Prentice Hall Harlow. Kotler, P.; Berger, R.; Bickhoff, N. (2010): The Quintessence of Strategic Management, Springer, Heidelberg. Laasch, O.; Conaway RN (2014): The Principles of Responsible Management: Global Sustainability, Responsibility, and Ethics, Cengage Stamford. Meffert, H.; Burmannn, C.; Kirchgeorg, M. (2012): Marketing Grundlagen marktorientierter Unternehmensfüh- 						
Meyer, nehmu Müller- führen, Porter, Porter,	M. (19) ng, Gal Stewer 4th ec M. (19) M. (20	bler, Wiesbaden. ns, G.; Lechner, C. (201 I., Schäffer-Poeschel St 99): Wettbewerb und S 14): Wettbewerbsvorte	anisation der Industrie: 1): Strategisches Mana cuttgart. trategie, Econ Munich. ile Spitzenleistungen Competitive Advantag	gement Wie strates (Original: Porter, M.: erreichen und behau	gische Initiativen zu On Competition, Bc	m Wandel oston, 1998.)
Master's wi	ith 1 majo	r Management (2022)		g • generated 19-Apr-2025 • e Master (120 ECTS) Managemen	-	page 239 / 309

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

Intended learning outcomes

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

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

V (2) + Ü (2)

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

written examination (approx. 60 minutes)

Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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)

	e title			Abbreviation	
Strateg	gic Management of Global Su	pply Chains		12-M-SMGS-182-mc	01
Modula	e coordinator		Module offered by		
	of the Chair of Logistics and (Juantitativo Mothodo	· · · · · · · · · · · · · · · · · · ·		
	· · · · · · · · · · · · · · · · · · ·	-	, , ,	nent and Economics	
ECTS	Method of grading	Only after succ. con	npl. of module(s)		
5	· · ·				
Duratio		Other prerequisites			
1 seme					
Conten	ts				
	course "Strategic Managemen les of building an efficient glo				
Intende	ed learning outcomes				
(i) can a results	ompleting this course student apply the basic methods and , and lerstand the effects of global	concepts of supply cha			evaluate the
Course	s (type, number of weekly con	ntact hours, language –	- if other than Germa	n)	
V (2) + Module	Ü (2) e taught in: English				
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Additio	onal information				
Worklo	ad				
150 h					
Teachi	ng cycle				
Teachi	ng cycle: no courses offered				
	ed to in LPO I (examination re	gulations for teaching-	degree programmes)		
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Referre		<u> </u>			
Referre Module	e appears in				
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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.	page 242 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title				Abbreviation		
Advanced Seminar: Econometrics					12-M-SOE-182-m01		
Module coordinator				Module offered by			
	older of the Chair of Econometrics Faculty of Management and Economics			ment and Economics			
ECTS	1	of grading		cc. compl. of module(s)			
10	î	al grade					
Duratio	L	Iodule level	Other prorequisiter	-			
1 semes	· · · · · · · · · · · · · · · · · · ·	raduate	Other prerequisites				
		lauuale					
Conten							
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Intende	ed learnir	ng outcomes					
			endently academic publ n writing by conventiona		vance for a given theme. They s.		
		· · ·	ontact hours, language -				
S (2)							
	d of asses	ssment (type, scope	e. language — if other th	an German, examina	ation offered — if not every seme-		
			le can be chosen to earr		·····, ····		
term pa	(
	aper (app	rox. 15 pages) and	presentation (approx. 2	5 minutes), weighted	2:1		
		rox. 15 pages) and essment: German a		5 minutes), weighted	2:1		
Langua		essment: German a		5 minutes), weighted	2:1		
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Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 243 / 309
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	data record Master (120 ECTS) Management - 2022	

Module	e title				Abbreviation		
Econor	nics of	Tax Planning			12-M-SP-161-m01		
Module coordinator Module offered by							
	holder of the Chair of Business Management and Business Faculty of Management and Economics Taxation						
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)			
5	nume	rical grade					
Duratio	on	Module level	Other prerequisites				
1 seme	ster	graduate					
Conten	ts						
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c) oral	examin ige of a	(approx. 15 pages) or ation of one candidate e ssessment: German and bonus		ites)			
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Master's w	ith 1 majo	r Management (2022)	-	• generated 19-Apr-2025 • e	-	page 244 / 309	
			-	laster (120 ECTS) Manageme	-	P450 244	

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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 245 / 309
	data record Master (120 ECTS) Management - 2022	

Module title					Abbreviation		
Industrial Management 3 12-M-SPM-182-m01					L		
Modul	e coord	inator		Module offered by			
holder	ofthe	Chair of Business Mana	gement and Industrial	Faculty of Managen	nent and Economics		
-	Management						
ECTS	1	od of grading	Only after succ. con	npl. of module(s)			
5		rical grade					
Duration 1 seme		Module level graduate	Other prerequisites				
Conter		glaudate					
This m ning au Studer cal mo princip ted ma	odule w nd cont nts will dels wi bles of v athemat	vill discuss contents an rol concepts. become familiar with th Il be used for analysing ralue structure optimisa rical models.	e essentials of strateg both economic and ec	ic production manag cological issues. In a	ement. Theoretical addition, the module	and analyti- will discuss	
Intend	ed lear	ning outcomes					
strateg the ma concep	gy struct ain strat ots for t	on of the module stude tured and goal-oriented egic tasks and objectiv he production in realist	in a global context us es in production mana ic application situation	ing appropriate meth gement and evaluat ns.	nods. Furthermore, t e and apply planning	hey know	
		, number of weekly con	tact hours, language –	- if other than Germa	n)		
V (2) +		night also be offered as	ol oprning cominant	workshop ats			
		sessment (type, scope,			tion offered if not	overveene	
		ion on whether module				every seme-	
b) pres c) term d) enti e) port Langua	sentatio 1 paper rely or p folio (a	mination (approx. 40 to on (approx. 20 minutes) (30 to 40 pages) or oartly computerised writ pprox. 20 pages) ssessment: German an bonus	and term paper (15 to tten examination (app		1:1 or		
Alloca	tion of j	olaces					
by lot a numbe	among a er of pla	Should the number of a all applicants irrespecti ces will be allocated in s they become available	ve of their subjects. (2 the same procedure. () Places on all cours	es of the module wit	h a restricted	
Additio	onal inf	ormation					
Worklo	bad						
150 h							
Teachi	ng cycl	e					
Teachi	ng cycle	e: after announcement					
Referre	ed to in	LPOI (examination reg	gulations for teaching-	degree programmes)			
Modul	e appea	ars in					
Master	r's degr	ee (1 major) Manageme	nt (2018)				
Master's w	vith 1 majo	r Management (2022)		g • generated 19-Apr-2025 • e Naster (120 ECTS) Manageme	-	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) 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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 247 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title				Abbreviation		
Advanc	ced Sen	ninar: Topics in Person	nel Economics and Org	ganizational Theory	12-M-SPO-182-m01		
A4 - J1				M - dula - 6 d h			
Module coordinator Module offered by							
	holder of the Chair for Human Resource Management and Faculty of Management and Economics Organisation						
-		1 . f	Out offer and an				
ECTS		od of grading	Only after succ. con	npl. of module(s)			
10	<u> </u>	rical grade					
Duratio		Module level	Other prerequisites	5			
1 seme		graduate					
Conten	Its						
		vrite a seminar paper o gement and organisati	on, deliver a talk on and on.	d discuss current iss	ues in the field of hu	ıman re-	
Intend	ed learr	ing outcomes					
The stu	idents l	earn to handle, write in	n own words, present, a	and discuss current r	research literature ir	the area hu-	
		management and orga					
Course	s (type,	number of weekly cor	tact hours, language –	– if other than Germa	in)		
S (2)							
	e taugh	t in: English					
Metho	d of ass	essment (type, scope,	language — if other th	an German, examina	tion offered — if not	every seme-	
			can be chosen to earn			, ,	
term pa	aper (ap	prox. 20 pages) and p	resentation with sub-p	oresentation includin	g discussion (appro	x. 50 minu-	
	eighted					-	
Langua	age of a	ssessment: German ar	id/or English				
Allocat	ion of p	laces					
by lot a numbe cated b	among a er of pla by lot as	all applicants irrespect ces will be allocated in they become availabl	applications exceed th ive of their subjects. (2 the same procedure. (e.	e) Places on all cours	es of the module wit	th a restricted	
Additio	onal info	ormation					
Worklo	ad						
300 h							
Teachi	ng cycle	2					
		e: each semester					
REIEFFE		POI (examination re	SINATIONS IN TEACHING-	degree nrogrammesi			
Keleffe		LPOI (examination re		degree programmes)			
				degree programmes)			
 Module	e appea	rs in		degree programmes)			
 Module Master	e appea 's degre	rs in ee (1 major) Manageme	ent (2018)				
 Module Master Master	e appea 's degre	rs in ee (1 major) Manageme ee (1 major) Internatior	ent (2018) al Economic Policy (20	018)			
 Module Master Master Master	e appea 's degre 's degre	rs in ee (1 major) Manageme ee (1 major) Internatior ee (1 major) China Busi	ent (2018) al Economic Policy (20 ness and Economics (2	018) 2019)			
 Module Master Master Master	e appea ''s degre ''s degre ''s degre	rs in ee (1 major) Manageme ee (1 major) Internatior ee (1 major) China Busi ee (1 major) China Lang	ent (2018) al Economic Policy (2c ness and Economics (2 guage and Economy (2c	018) 2019) 019)			
 Module Master Master Master Master	e appea ''s degre ''s degre ''s degre ''s degre	rs in ee (1 major) Manageme ee (1 major) Internatior ee (1 major) China Busi ee (1 major) China Lang ee (1 major) China Busi	ent (2018) al Economic Policy (20 ness and Economics (2 guage and Economy (20 ness and Economy (20	018) 2019) 019) 2021)			
 Module Master Master Master Master Master	e appea d's degre d's degre degre degre degre degre	rs in ee (1 major) Manageme ee (1 major) Internatior ee (1 major) China Busi ee (1 major) China Lang ee (1 major) China Busi ee (1 major) China Lang	ent (2018) aal Economic Policy (20 ness and Economics (2 guage and Economy (20 ness and Economy (20 guage and Economy (20)	018) 2019) 019) 2021)			
 Module Master Master Master Master Master Master	e appea d's degre d's degre d's degre d's degre d's degre d's degre	rs in ee (1 major) Manageme ee (1 major) Internatior ee (1 major) China Busi ee (1 major) China Lang ee (1 major) China Busi ee (1 major) China Lang ee (1 major) Economati	ent (2018) aal Economic Policy (20 ness and Economics (2 guage and Economy (20 ness and Economy (20 guage and Economy (20)	018) 2019) 019) 2021) 021)			
 Module Master Master Master Master Master Master Master	e appea d's degre d's degre d's degre d's degre d's degre d's degre d's degre	rs in ee (1 major) Manageme ee (1 major) Internatior ee (1 major) China Busi ee (1 major) China Lang ee (1 major) China Busi ee (1 major) China Lang ee (1 major) Economati	ent (2018) tal Economic Policy (20 ness and Economics (2 guage and Economy (20 ness and Economics (2 guage and Economy (20 nematics (2021) tal Economic Policy (20	018) 2019) 019) 2021) 021)			
 Master Master Master Master Master Master Master Master	e appea d's degre d's degre d's degre d's degre d's degre d's degre d's degre d's degre	rs in ee (1 major) Manageme ee (1 major) Internatior ee (1 major) China Busi ee (1 major) China Lang ee (1 major) China Busi ee (1 major) China Lang ee (1 major) Economati ee (1 major) Internatior	ent (2018) nal Economic Policy (20 ness and Economics (20 ness and Economy (20 ness and Economy (20 nematics (2021) nal Economic Policy (20 ent (2022)	018) 2019) 019) 2021) 021)			
 Master Master Master Master Master Master Master Master Master	e appea d's degre d's degre d's degre d's degre d's degre d's degre d's degre d's degre	rs in ee (1 major) Manageme ee (1 major) Internatior ee (1 major) China Busi ee (1 major) China Lang ee (1 major) China Busi ee (1 major) China Lang ee (1 major) Economati ee (1 major) Internatior ee (1 major) Manageme	ent (2018) aal Economic Policy (20 ness and Economics (20 ness and Economy (20 ness and Economy (20 nematics (2021) aal Economic Policy (20 ent (2022) nematics (2022)	018) 2019) 019) 2021) 021)		page 248 / 309	



exchange program Business Management and Economics (2022)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 249 / 309
	data record Master (120 ECTS) Management - 2022	

Module	title			Abbreviation				
Advanc	ed Sen	ninar: Selected Problen	is in Analytical Tax Re	search	12-M-SSL-161-m01			
Module	coord	inator		Module offered by				
		Chair of Business Mana	gement and Business		nent and Economics			
Taxatio								
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)				
10	nume	rical grade		· · ·				
Duration		Module level	Other prerequisites	equisites				
1 semester		graduate						
Conten	ts							
arch pa Althou	pers in gh the s	r, current problems of t German and/or Englis seminar will be held in (t prefers this to German	n language. German, individual ser					
		ning outcomes						
		nar, students are able						
• to	o analy	ze a complex issue in ta		methods,				
		fy problems and to sug						
		late and to defend thei	,		`			
	s (type,	number of weekly con	act nours, language –	- if other than Germa	in)			
S (2)		- (
ster, in	formati	essment (type, scope, on on whether module	can be chosen to earn	a bonus)		every seme-		
		pprox. 20 to 25 pages) a ssessment: German an		ox. 20 minutes), we	ighted 2:1			
Allocat	ion of p	olaces						
by lot a numbe	mong a r of pla	Should the number of a all applicants irrespecti ces will be allocated in s they become available	ve of their subjects. (2) the same procedure. () Places on all cours	es of the module wit	h a restricted		
Additio	nal inf	ormation						
Worklo	ad							
300 h								
Teachi	ng cycl	9						
Teachir	ng cycle	e: each semester						
Referre	d to in	LPOI (examination reg	ulations for teaching-	degree programmes)				
				<u> </u>				
Module	appea	rs in						
		ee (1 major) Economath	ematics (2016)					
	-	ee (1 major) Business N						
Master's degree (1 major) China Business and Economics (2016)								
Master	Master's degree (1 major) International Economic Policy (2015)							
	-	ee (1 major) China Lang		016)				
	-	ee (1 major) Manageme						
	-	ee (1 major) China Busi		•				
waster	s degre	ee (1 major) China Lang	uage and Economy (20)19)				
Master's wi	th 1 major	Management (2022)	JMU Würzburg	• generated 19-Apr-2025 • e	exam. reg.	page 250 / 309		
			data record N	Aaster (120 ECTS) Manageme	nt - 2022			

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.	page 251 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title		Abbreviation				
Tax Ac	countin	g	12-M-STB-161-m01				
Module	a coord	inator		Module offered by			
			compart and Dusiness	· · · ·			
Taxatio		Chair of Business Mana	gement and Business	Faculty of Managem	ient and Economics		
ECTS	r	od of grading	Only after succ. con	npl. of module(s)			
5	1	rical grade	Only after succ. compl. of module(s)				
Duratio		Module level	Other prerequisites				
· · · · · · · · · · · · · · · · · · ·		graduate					
Conten	ts						
steuerg	gesetz,	ntroduces the various n EStG). It discusses the es of income calculation	main reporting and val				
Intende	ed lear	ning outcomes					
		e in-depth knowledge o ax accounting in particu					
Course	s (type	, number of weekly con	tact hours, language –	- if other than Germa	n)		
V (2) +	Ü (2)						
Metho	d of ass	sessment (type, scope,	language — if other th	an German, examina	tion offered — if not	every seme-	
ster, in	formati	ion on whether module	can be chosen to earn	a bonus)		•	
c) oral	examin ige of a	(approx. 15 pages) or ation of one candidate ssessment: German an bonus		ites)			
Allocat	ion of _l	olaces					
Additio	nal inf	ormation					
Worklo	ad						
150 h							
Teachi	ng cycl	e					
Teachi	ng cycle	e: summer semester					
		LPOI (examination reg	gulations for teaching-o	degree programmes)			
			0				
Module		ars in					
	••	ee (1 major) Economath	ematics (2016)				
	-	ee (1 major) Business Ir		016)			
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)							
	-	ee (1 major) China Lang		016)			
	-	ee (1 major) Manageme					
	-	ee (1 major) China Busi		-			
	-	ee (1 major) China Lang ee (1 major) Informatior		719) 			
	-	ee (1 major) China Busi		2021)			
Aaster's w	ith 1 maio	r Management (2022)	IMII Würzburg	g•generated 19-Apr-2025•e	xam. reg.	page 252 / 309	
	i majo		-	Aaster (120 ECTS) Managemei	-	Puse 252 / 509	

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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 253 / 309
	data record Master (120 ECTS) Management - 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 Internatio-			· · · ·	nent and Economics
	ncial Markets			
	Method of grading	Only after succ. con	npl. of module(s)	
	numerical grade			
Duration		Other prerequisites		
Content	1-			
		ding of specific problem	s of macroeconomic	s and, in particular, monetary po-
Intende	d learning outcomes			
				ns on their relevance to a given onventional scientific standards.
Courses	(type, number of weekly co	ontact hours, language –	- if other than Germa	in)
S (2) Module	taught in: English			
	of assessment (type, scope prmation on whether modu			tion offered — if not every seme-
	per (approx. 20 to 25 pages ge of assessment: English) and presentation (app	rox. 20 minutes) (we	ighted 2:1)
Allocatio	on of places			
among a (2) Place re.	ld the number of application Ill applicants irrespective o	f their subjects. Jule with a restricted nur	nber of places will b	laces will be allocated by lot e allocated in the same procedu- ne available.
Addition	al information			
Workloa	d			
300 h				
Teaching	g cycle			
Teaching	g cycle: after announcemen	t		
Referred	I to in LPO I (examination r	egulations for teaching-	degree programmes)	
Module	appears in			
	s degree (1 major) Internatio	, .	022)	
	degree (1 major) Managen			
Master's	s degree (1 major) Economa	thematics (2022)		

Advanc	e title			Abbreviation				
	ed Seminar: Public Finance			12-M-SV5-161-m01				
Module	e coordinator		Module offered by					
holder	of the Chair of Public Finance		Faculty of Managem	nent and Economics				
ECTS	Method of grading	Only after succ. con	npl. of module(s)					
10 numerical grade								
Duratio	on Module level	Other prerequisites						
1 semester graduate								
Contents								
Gaining	g a more in-depth understandi	ng of specific problem	s discussed in lectur	es on public finance	e using scien-			
	onomic journal articles in Gerr			·	-			
Intende	ed learning outcomes							
After th	e seminar, students can							
	solidate acquired knowledge a	nd if necessary apply a	additional technique	s of scientific work;				
(ii) crea	ate, present and defend a scie	ntific paper;						
	al with the working papers of c							
(iv) pre	pare beter for the processing	of the master's thesis.						
Course	s (type, number of weekly con	tact hours, language –	- if other than Germa	n)				
S (2)								
	d of assessment (type, scope, formation on whether module			tion offered — if not	every seme-			
	aper (approx. 20 to 25 pages)			abtod 2:1				
	ige of assessment: German an		0x. 20 minutes), wei	gilleu 2:1				
	ment offered: Once a year, su							
	ion of places							
by lot a numbe	ces. (1) Should the number of a mong all applicants irrespect r of places will be allocated in by lot as they become available	ve of their subjects. (2 the same procedure. () Places on all course	es of the module wit	th a restricted			
Additio	onal information		cated by lot as they become available.					
 Worklo	ad							
300 h								
300 h Teachi i	ng cycle							
300 h Teachi i								
300 h Teachii Teachir	ng cycle	gulations for teaching-	degree programmes)					
300 h Teachin Teachin	n g cycle ng cycle: each semester	gulations for teaching-	degree programmes)					
300 h Teachin Teachir Referre	n g cycle ng cycle: each semester	gulations for teaching-	degree programmes)					
300 h Teachin Teachin Referre Module	ng cycle ng cycle: each semester ed to in LPO I (examination reg e appears in		degree programmes)					
300 h Teachin Teachin Referre Module Master	ng cycle ng cycle: each semester ed to in LPO I (examination reg	ematics (2016)	degree programmes)					
300 h Teachin Teachin Referre Module Master Master	ng cycle ng cycle: each semester ed to in LPO I (examination reg e appears in 's degree (1 major) Economath	ematics (2016) lanagement (2015)						
300 h Teachin Teachin Referre Module Master Master Master	ng cycle ng cycle: each semester ed to in LPO I (examination reg e appears in 's degree (1 major) Economath 's degree (1 major) Business N	ematics (2016) lanagement (2015) ness and Economics (2	2016)					
300 h Teachin Teachin Referre Module Master Master Master Master	ng cycle ng cycle: each semester ed to in LPO I (examination reg e appears in 's degree (1 major) Economath 's degree (1 major) Business A 's degree (1 major) China Busi	ematics (2016) lanagement (2015) ness and Economics (2 al Economic Policy (20	2016) 15)					
300 h Teachin Teachin Referre Master Master Master Master Master	ng cycle ng cycle: each semester ed to in LPO I (examination reg e appears in 's degree (1 major) Economath 's degree (1 major) Business M 's degree (1 major) China Busi 's degree (1 major) Internation	ematics (2016) lanagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20	2016) 15)					
300 h Teachin Teachin Referre Module Master Master Master Master Master	ng cycle ng cycle: each semester ed to in LPO I (examination reg e appears in 's degree (1 major) Economath 's degree (1 major) Business A 's degree (1 major) China Busi 's degree (1 major) Internation 's degree (1 major) China Lang	ematics (2016) lanagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20 nt (2018)	2016) 15) 016)					
300 h Teachin Teachin Referre Module Master Master Master Master Master Master	ng cycle ng cycle: each semester ed to in LPO I (examination reg e appears in 's degree (1 major) Economath 's degree (1 major) Business A 's degree (1 major) China Busi 's degree (1 major) Internation 's degree (1 major) China Lang 's degree (1 major) Manageme	ematics (2016) lanagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20 nt (2018) al Economic Policy (20	2016) 15) 016)					
300 h Teachin Teachin Referre Master Master Master Master Master Master Master Master	ng cycle ng cycle: each semester ed to in LPO I (examination reg e appears in 's degree (1 major) Economath 's degree (1 major) Business A 's degree (1 major) China Busi 's degree (1 major) Internation 's degree (1 major) China Lang 's degree (1 major) Manageme 's degree (1 major) Internation	ematics (2016) lanagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20 nt (2018) al Economic Policy (20 ness and Economics (20	2016) 15) 016) 18) 2019)					
300 h Teachin Teachin Referre Master Master Master Master Master Master Master Master Master	ng cycle ng cycle: each semester ed to in LPO I (examination reg e appears in 's degree (1 major) Economath 's degree (1 major) Business M 's degree (1 major) China Busi 's degree (1 major) Internation 's degree (1 major) China Lang 's degree (1 major) Internation 's degree (1 major) Internation 's degree (1 major) Internation	ematics (2016) lanagement (2015) ness and Economics (20 al Economic Policy (20 uage and Economy (20 nt (2018) al Economic Policy (20 ness and Economics (20 uage and Economy (20)	2016) 15) 016) 18) 2019)		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) 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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 256 / 309
	data record Master (120 ECTS) Management - 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			c Journalism	Faculty of Managem	nent and Economics
ECTS Method of grading Only after succ. compl. of module(s)					
10	nume	rical grade			
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Contents					
their pl ledge o as well	acemei f econo as to s	nts at company or other i omics journalism. Studer	nstitution at which th its will be required to	ey will have an oppo prepare a practical	urnalism. They must complete ortunity to gain an in-depth know- report on the placement module a certificate issued by the place-
Intende	ed learn	ning outcomes			
		rengthens practical com mics journalism.	petences and encour	ages work experienc	es. So it prepares for the career
Course	s (type,	, number of weekly conta	ct hours, language —	if other than Germa	n)
V (2) +	Ü (2)				
ster, in	formati	on on whether module ca	an be chosen to earn	a bonus)	tion offered — if not every seme-
		oservation visit, including ssessment: German and,		ox. 40 pages)	
Allocat	ion of p	olaces			
Additio	nal info	ormation			
 Worklo					
	au				
300 h Teachir	ng cycl	9			
		e: each semester			
		LPOI (examination regu	lations for teaching	legree programmoc)	
Kelene					
Module	appea	irs in			
		ee (1 major) Management	(2018)		
	-	ee (1 major) China Busine		019)	
	-	ee (1 major) China Langu			
	-	ee (1 major) China Busine			
	-	ee (1 major) China Langu		21)	
	-	ee (1 major) Economathe			
		ee (1 major) Management			
waster	s degre	ee (1 major) Economathe	matics (2022)		

	e title			Abbreviation	
Advan	ced Seminar: Labour Economic	S		12-M-SWOSP-182-m01	
Module coordinator			Module offered by		
holder of the Chair of Labour Economics		ics	Faculty of Manager	nent and Economics	
		Only after succ. con	•		
10	numerical grade				
Duratio	on Module level	Other prerequisites	i		
1 seme					
Conter	nts				
people allow s The rec	e's social behavior and social p students to acquire the necessa	references. We will rea ary empirical tools to c he origins of social co	ad and discuss scien conduct an empirical hesion and social pr	n empirical study to understanc tific methodological papers tha thesis. eferences, the role of the family	
	ed learning outcomes	· ·			
ses on		ols - mostly related to		ir of Labour Economics. It focu- cal tools - in order to understan	
Course	es (type, number of weekly con	tact hours, language –	- if other than Germa	an)	
S (2)					
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1					
				:1	
term p		entation (approx. 20 m		:1	
term p Langua Allocat	aper (15 to 20 pages) and prese age of assessment: German an t ion of places	entation (approx. 20 m d/or English	ninutes), weighted 2:		
term p Langua Allocat 10 plac by lot a numbe	aper (15 to 20 pages) and prese age of assessment: German an tion of places ces. (1) Should the number of a among all applicants irrespecti	entation (approx. 20 m d/or English pplications exceed the ve of their subjects. (2 the same procedure. (ninutes), weighted 2: e number of availabl) Places on all cours	e places, places will be allocate es of the module with a restricte be maintained and places re-all	
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term p. Langua Allocat 10 plac by lot a numbe cated l Additio Worklo 300 h Teachi Teachi Teachi Referro Modul Master Master Master	aper (15 to 20 pages) and prese age of assessment: German an tion of places ces. (1) Should the number of a among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad ad ad ad ad ad ad ad ad ad ad ad ad a	entation (approx. 20 m d/or English pplications exceed the ve of their subjects. (2 the same procedure. (2. 	ninutes), weighted 2: e number of availabl) Places on all cours (3) A waiting list will degree programmes) 018) 2019)	e places, places will be allocate es of the module with a restricte be maintained and places re-all	
term p. Langua Allocat 10 plac by lot a numbe cated l Additio Worklo 300 h Teachi Teachi Referro Modul Master Master Master Master	aper (15 to 20 pages) and prese age of assessment: German an tion of places ces. (1) Should the number of a among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad ng cycle ng cycle: after announcement ed to in LPO I (examination reg e appears in r's degree (1 major) Manageme r's degree (1 major) China Busin r's degree (1 major) China Busin	entation (approx. 20 m d/or English pplications exceed the ve of their subjects. (2 the same procedure. (2. ulations for teaching- nt (2018) al Economic Policy (20 ness and Economics (2 uage and Economy (20	hinutes), weighted 2: e number of availabl) Places on all cours (3) A waiting list will degree programmes) 018) 2019)	e places, places will be allocate es of the module with a restricte be maintained and places re-all	
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term p. Langua Allocat 10 plac by lot a numbe cated l Additio Worklo 300 h Teachi Teachi Referro Modul Master Master Master Master Master Master Master	aper (15 to 20 pages) and prese age of assessment: German an tion of places ces. (1) Should the number of a among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad ng cycle ng cycle: after announcement ed to in LPO I (examination reg e appears in r's degree (1 major) Manageme r's degree (1 major) Internation r's degree (1 major) China Busin r's degree (1 major) China Lang	entation (approx. 20 m d/or English pplications exceed the ve of their subjects. (2 the same procedure. (2. ulations for teaching- nt (2018) al Economic Policy (20 ness and Economics (2 uage and Economy (20 ness and Economy (20)	hinutes), weighted 2: e number of availabl) Places on all cours (3) A waiting list will degree programmes) (018) (2019) (2021) (021)	e places, places will be allocate es of the module with a restricte be maintained and places re-all	
term p. Langua Allocat 10 plac by lot a numbe cated l Additio Worklo 300 h Teachi Teachi Teachi Referre Master Master Master Master Master Master Master Master Master Master Master Master	aper (15 to 20 pages) and prese age of assessment: German an tion of places ces. (1) Should the number of a among all applicants irrespecti er of places will be allocated in by lot as they become available onal information oad ad ad ad ad ad ad ad ad ad ad ad ad a	entation (approx. 20 m d/or English pplications exceed the ve of their subjects. (2 the same procedure. (2. ulations for teaching- nt (2018) al Economic Policy (20 ness and Economy (20)	hinutes), weighted 2: e number of availabl) Places on all cours (3) A waiting list will degree programmes) (018) (2019) (2021) (021)	e places, places will be allocate es of the module with a restricte be maintained and places re-all	



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.	page 259 / 309
	data record Master (120 ECTS) Management - 2022	

Module	Module title					
Selecte	Selected Topics in Analytical Tax Research				12-M-TBS-161-m01	
Module	e coordi	inator		Module offered by		
			noment and During		ant and Francis	
Taxatio		Chair of Business Mana	gement and Business	Faculty of Managen	nent and Economics	
ECTS	1	od of grading	Only after succ. con	nl of module(s)		
5		rical grade	Only after succ. compl. of module(s)			
Duratio	L	Module level	Other prerequisites			
1 seme		graduate				
Contents						
		erves the purpose of tra taken at other German		citioc		
		al courses offered on a		511105		
		offered by new Chairs t		ded in the FSB (subje	ect-specific provisio	ns)
		the respective Chairs v				-
Intend	ed learr	ning outcomes				
As a re	sult of a	accrediting multiple kin	ds of modules, a desc	ription of acquired s	kills cannot be giver	۱.
		number of weekly cont		• •		
V (2) +					,	
		account (tuno coono	languaga if athor th	an Carman, avamina	tion offered if not	
		essment (type, scope, on on whether module			ition offered — if not	every seme-
-						
		nination (approx. 60 m (approx. 15 pages) or	inutes) or			
		ation of one candidate	each (approx, 20 minu	ites)		
		ssessment: German an				
credita	ble for l	bonus	_			
Allocat	ion of p	olaces				
Additio	onal info	ormation				
Worklo	he		_			
	au					
150 h						
	ng cycle					
Teachi	ng cycle	e: no courses offered				
Referre	ed to in	LPOI (examination reg	ulations for teaching-	degree programmes)		
Module	e appea	rs in				
Master	's degre	ee (1 major) Economath	ematics (2016)			
	-	ee (1 major) Business N				
	-	ee (1 major) China Busi		2016)		
Master	's degre	ee (1 major) Internation	al Economic Policy (20	15)		
	-	ee (1 major) China Lang	- ,	016)		
	-	ee (1 major) Manageme				
	-	ee (1 major) China Busii		-		
	-	ee (1 major) China Lang		•		
	-	ee (1 major) China Busi				
Master	's degre	ee (1 major) China Lang	uage and Economy (20	021)		
Master's w	ith 1 major	Management (2022)	JMU Würzburg	• generated 19-Apr-2025 • e	exam. reg.	page 260 / 309
			data record N	Aaster (120 ECTS) Manageme	nt - 2022	



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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 261 / 309
	data record Master (120 ECTS) Management - 2022	

Module title					Abbreviation	
Topics	in Data	Science 1			12-M-TDS-222-m01	
Modul	e coord	inator		Module offered by		
holder	of the (Chair of Business Analy	tics	Faculty of Management and Economics		
ECTS		od of grading	Only after succ. con			
5 numerical grade						
Duratio	on	Module level	Other prerequisites	1		
1 seme	ester	graduate				
Conter	Contents					
field th on to ti and pr The co the ab	nat is cu he full s resentat ourse foo ove tecl	s concerned with extra rrently in high demand pectrum of data science ion, creation and evalu cuses on the practical a nniques. Students will g of the methods descr	in both academia and te techniques spanning ation of machine learn aspects of data science complete programming	industry. This cours g data acquisition ar ing models. , with emphasis on t	e provides a practica ad processing, data v the implementation a	al introducti- visualization and use of
		ning outcomes				
• [• s • t	Data aco graph ai text ana working	d include: quisition and processir nd network models lysis with geospatial data f machine learning mo	-	nsupervised)		
Course	es (type	, number of weekly con	tact hours, language –	- if other than Germa	in)	
V (2) + Module		t in: English				
Metho	d of ass	essment (type, scope, on on whether module			tion offered — if not	every seme-
b) term Langua Assess	n paper age of a	nination (approx. 60 m (approx. 15 pages) ssessment: German an ffered: In the semester bonus	d/or English	offered		
Allocat	tion of p	olaces				
Additio	onal inf	ormation				
Worklo	oad					
150 h						
Teachi	ing cycl	e				
Teachi	ing cycle	e: summer semester				
		LPOI (examination reg	gulations for teaching-	degree programmes)	I	
Modul	e appea	irs in				
		ee (1 major) Information	n Systems (2022)			
	-	ee (1 major) Internation	•	22)		
	-	ee (1 major) Manageme	-			
Master's w	vith 1 majo	r Management (2022)		g • generated 19-Apr-2025 • e Naster (120 ECTS) Manageme	-	page 262 / 309



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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 263 / 309
	data record Master (120 ECTS) Management - 2022	

Module title					Abbreviation
Topics in Empirical Economics					12-M-TE-231-m01
Module	e coord	inator		Module offered by	
holder of the Chair of Data Science in Business and Econo- Faculty of Mar			Faculty of Managem	nent and Economics	
ECTS	Mothe	d of grading	Only after succ. com	nl of modulo(c)	
		od of grading rical grade	Only after succ. con		
5	L	-			
Duratio		Module level	Other prerequisites		
1 seme		graduate			
econon on, dat pics. Ac	urse ain nics. Th a editir ddition	e course will cover the d ng, and data analysis. The ally, students will learn a	evelopment of empir e course will use a pa bout existing panel c	ical research ideas, r per-based approach latasets and be led t	eir applications in business and research designs, data generati- n to introduce and apply these to- co perform their own empirical re- ratistics and econometrics.
Intende	ed learr	ning outcomes			
		the course, students will ss and economics.	have a comprehensiv	ve understanding of	how to conduct empirical rese-
Course	s (type,	, number of weekly conta	ct hours, language –	· if other than Germa	n)
V (2) +	Ü (2)	t in: English			
		e ssment (type, scope, la on on whether module ca			tion offered — if not every seme-
	ge of a	rox. 50 hours) ssessment: English bonus			
Allocat	ion of p	olaces			
12 *WA by lot a (2) Plac re.	1 (1) Sh mong a ces on a	ould the number of applall applicants irrespective	e of their subjects. with a restricted nur	nber of places will be	places, places will be allocated e allocated in the same procedu- ne available.
	. <u> </u>	ormation			
maurit	-iut iiit				
 W/~ #1-1					
Worklo	aū				
150 h					
Teachi					
Teachir	ng cycle	e: each semester			
Referre	d to in	LPOI (examination regu	lations for teaching-o	legree programmes)	
Module	e appea	irs 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 degre	ee (1 major) Information S ee (1 major) International ee (1 major) Managemen	Economic Policy (20	22)	

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 264 / 309
	data record Master (120 ECTS) Management - 2022	

	e title				Abbreviation
Seminar: Topics in Economics and Ethics of Artificial Intel			ics of Artificial Intelli	igence	12-M-TEE-231-m01
Modul	e coord	linator		Module offered by	
holder	of the	Junior Professorship of A	pplied Microecono-	1	ment and Economics
mics, e	esp. Hu	man-Machine Interaction	1		
ECTS Method of grading Only after succ. compl. of module(s)		npl. of module(s)			
10 numerical grade					
Duratio		Module level	Other prerequisites	5	
1 seme		graduate]		
interes Google mous v provide consec In this nomic haviora	t in und 's sear weapor e a rigo quence semina perspe al econ icial inf	derstanding the potentia ich engine, enables targe ns. Our goal is to look bey rous answer to questions s of AI from an economic ar, we will discuss recent ictive, we look at the imp omic factors involved in i	Ily disruptive impact ted ads, is also behir yond the "hype" arou s related to the impac perspective by lookin articles on important act of algorithms in th interacting with mach	of these technologie nd self-driving cars, nd AI by considering ct of AI. In particular ng at non-technical t aspects of human- he workplace and in nines. In addition, w	(AI) methods, there is growing es. Artificial intelligence powers predictive policing, and autono- g current research that attempts to , we will seek to understand the AI research. machine interaction. From an eco- decision-making, as well as be- e consider ethical issues related ngly powerful AI on business and
		ning outcomes	-		
• • • • • • •	student nomic s student student	is learn how to present re is will be equipped to un studies, especially in the is will learn to incorporate	derstand and reflect of domain of human-ma e ethical concerns in	on advanced current achine interaction. their economic deci	t theoretical and empirical eco-
Course	es (type	e, number of weekly conta	act hours, language –	– if other than Germa	an)
S (2)					
	d of as	it in: English			
ster, in	nonnat	ion on whether module c			ation offered — if not every seme-
term p	aper (1		an be chosen to earn	ı a bonus)	
term p Langua	aper (1	ion on whether module c 5 to 20 pages) and prese assessment: English	an be chosen to earn	ı a bonus)	
term p Langua Allocat 20 *W/ (1) Sho among (2) Pla re.	aper (1) age of a t ion of A1 buld the g all app ces on	ion on whether module c 5 to 20 pages) and prese assessment: English places e number of applications plicants irrespective of th	an be chosen to earn ntation (approx. 30 m exceed the number of eir subjects. e with a restricted num	n a bonus) hinutes); (weighted o of available places, p mber of places will b	places will be allocated by lot be allocated in the same procedu-
term p Langua 20 *W/ (1) Sho among (2) Pla re. (3) A w	aper (1) age of a t ion of A1 buld the g all app ces on raiting l	ion on whether module c 5 to 20 pages) and prese assessment: English places e number of applications plicants irrespective of th all courses of the module	an be chosen to earn ntation (approx. 30 m exceed the number of eir subjects. e with a restricted num	n a bonus) hinutes); (weighted o of available places, p mber of places will b	60:40) blaces will be allocated by lot be allocated in the same procedu-
term p Langua 20 *W/ (1) Sho among (2) Pla re. (3) A w	aper (1) age of a t ion of A1 buld the g all app ces on raiting l	ion on whether module c 5 to 20 pages) and prese assessment: English places e number of applications olicants irrespective of th all courses of the module ist will be maintained an	an be chosen to earn ntation (approx. 30 m exceed the number of eir subjects. e with a restricted num	n a bonus) hinutes); (weighted o of available places, p mber of places will b	60:40) blaces will be allocated by lot be allocated in the same procedu-
term p Langua 20 *W/ (1) Sho among (2) Pla re. (3) A w	aper (1) age of a tion of A1 buld the g all app ces on vaiting l onal inf	ion on whether module c 5 to 20 pages) and prese assessment: English places e number of applications olicants irrespective of th all courses of the module ist will be maintained an	an be chosen to earn ntation (approx. 30 m exceed the number of eir subjects. e with a restricted num	n a bonus) hinutes); (weighted o of available places, p mber of places will b	60:40) blaces will be allocated by lot be allocated in the same procedu-

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) 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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 266 / 309
	data record Master (120 ECTS) Management - 2022	

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

	Module title Abbreviation			Abbreviation	
Master	Thesis	Management			12-M-THB-222-m01
Module	coord	inator		Module offered by	
Dean of mics	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Managem	nent and Economics
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
30					
Duratio	n	Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
arch an knowle take the often th	d write dge the e form ne case	on a topic in the area of ey have acquired and adh of an analysis and struct	business management nering to the principle ured presentation of tion of the students'	ent and economics, d es of good scientific the existing literature own original achieve	required to independently rese- lrawing on the subject-specific practice. This thesis may either e on a certain topic or may, as is ements, e. g. new algorithms de-
· · ·		ning outcomes			
probler nal scie fession	n withi entific s al prac ognize	n a specified period auto standards in writing. Stuc tice, critically analyze an	nomously and to doo lents are able to und d assess the relevan	cument the results in erstand relevant con ce to their own speci	ased work to solve a particular accordance with the professio- tributions to research and pro- fic questions. They can assess refore also the need to retrain
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	n)
No cou	rses as	signed to module			
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
Langua	ge of a	s (approx. 60 to 80 page ssessment: German and, ffered: Ongoing, after co	or English/	visor and registratio	n
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Time to	compl	ete: 6 months			
Worklo	ad				
900 h					
Teachir	ng cycl	e			
Teachir	ng cycle	e: each semester			
Referre	d to in	LPOI (examination regu	lations for teaching-	degree programmes)	
Module	e appea	irs in			
Master	s degr	ee (1 major) Management	t (2022)		
	-	ee (1 major) Management			
Master	Master's degree (1 major) Management (2025)				

Tonics	e title				Abbreviation	
	ppics in Human Capital Development 12-M-THC-182-mo1					
Modul	e coord	linator		Module offered by	<u> </u>	
		aculty of Business Mana	gement and Econo-	· · ·	nent and Economics	
mics	i		-			
ECTS	1	od of grading				
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	;		
1 seme	ster	graduate				
Conter	nts					
• 0 • 2 • 0	courses addition courses	serves the purpose of tra taken at other German of nal courses offered on a offered by new Chairs th f the respective Chairs w	or non-German univer short-term basis hat are yet to be inclu	sities ded in the FSB (subj		is)
		ning outcomes		0		
		accrediting multiple kind	ds of modules. a desc	ription of acquired s	kills cannot be given.	•
		, number of weekly cont			-	
V (2) +		,			,	
• •	• •	ıt in: English				
		sessment (type, scope, l ion on whether module o			tion offered — if not	every seme
b) term Langua Assess	age of a sment o	(approx. 15 pages) issessment: English iffered: In the semester i	n which the course is	offered		
Langua	age of a sment o ible for	ssessment: English offered: In the semester i bonus	n which the course is	offered		
b) term Langua Assess credita Allocat	age of a sment o ble for tion of	issessment: English iffered: In the semester i bonus	n which the course is	offered		
b) term Langua Assess credita Allocat Additic	age of a sment of ble for tion of pnal inf	assessment: English offered: In the semester i bonus places	n which the course is	offered		
b) term Langua Assess credita Allocat Additic Worklo	age of a sment of ble for tion of pnal inf	assessment: English offered: In the semester i bonus places	n which the course is	offered		
b) term Langua Assess credita Allocat Additic Worklo 150 h	age of a sment c ble for tion of pnal inf	issessment: English offered: In the semester i bonus places formation	n which the course is	offered		
b) term Langua Assess credita Allocat Additic Worklo 150 h Teachi	age of a sment c ble for tion of pnal inf pad	e	n which the course is	offered		
b) term Langua Assess credita Allocat Morklo 150 h Teachi Teachi	age of a sment c ble for tion of pnal inf pad	es after announcement				
b) term Langua Assess credita Allocat Morklo 150 h Teachi Teachi	age of a sment c ble for tion of pnal inf pad	e				
b) term Langua Assess credita Allocat Morklo 150 h Teachi Teachi Referre	age of a sment c ble for tion of onal inf oad ng cycl ed to in	e e e e e e e e e e e e e e e e e e e				
b) term Langua Assess credita Allocat Additic 150 h Teachi Teachi Referre Module	age of a sment c ble for tion of pnal inf pad ng cycl ad to in e appea	e e e e ars in	ulations for teaching-			
b) term Langua Assess credita Allocat Worklo 150 h Teachi Teachi Referre Modul	age of a sment c ble for tion of onal inf oad ng cycl ed to in e appea	e (1 major) Managemer	ulations for teaching-	degree programmes)		
b) term Langua Assess credita Allocat Morklo 150 h Teachi Teachi Referre Modulo Master Master	age of a sment c ble for tion of onal inf oad ng cycl ed to in e appea d's degr	e e e e e e formation e e e ars in e e (1 major) Managemer e e (1 major) Internation	ulations for teaching- nt (2018) al Economic Policy (20	degree programmes) 18)		
b) term Langua Assess credita Allocat Additic 150 h Teachi Teachi Teachi Referre Modula Master Master Master	age of a sment c ble for tion of onal inf oad ng cycl ed to in e appea d's degr d's degr	e (1 major) Managemer	ulations for teaching- nt (2018) al Economic Policy (20 ess and Economics (20	degree programmes) 118) 2019)		
b) term Langua Assess credita Allocat Additic Teachi Teachi Teachi Referre Module Master Master Master Master	age of a sment c ble for tion of onal inf oad ng cycl ed to in e appea d's degr d's degr	e e e e e e after announcement LPO I (examination regulars ars in ee (1 major) Managemer ee (1 major) China Busin	ulations for teaching- nt (2018) al Economic Policy (20 ress and Economics (2 rage and Economy (20	degree programmes) 118) 2019)		
b) term Langua Assess credita Allocat Morklo 150 h Teachi Teachi Referro Master Master Master Master Master	age of a sment of ble for tion of onal inf onal inf onal inf onal of onal of of of of of of of of of of of of of o	e (1 major) China Busin ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Langu	ulations for teaching- nt (2018) al Economic Policy (20 uage and Economics (20 uage and Economy (20 uess and Economics (20 uess and Economics (20	degree programmes) 118) 2019) 2021)		
b) term Langua Assess credita Allocat Modditic 150 h Teachi Teachi Teachi Teachi Master Master Master Master Master Master	age of a sment c ble for tion of onal inf oad ng cycl ed to in e appea d's degr d's degr d's degr d's degr	ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Busin ee (1 major) China Busin	ulations for teaching- nt (2018) al Economic Policy (20 uess and Economics (20 uess and Economics (20 uess and Economics (20 uess and Economics (20 uage and Economy (20	degree programmes) 118) 2019) 2021)		
b) term Langua Assess credita Allocat Additic Teachi Teachi Teachi Teachi Referre Module Master Master Master Master Master Master Master Master	age of a sment c ble for tion of onal inf oad ng cycl ed to in e appea d's degr d's degr d's degr d's degr d's degr d's degr	e e e e e e formation e e e e ars in e e (1 major) Managemer e e (1 major) Internationa e e (1 major) China Busin e e (1 major) China Busin e e (1 major) China Busin e e (1 major) China Langu e e (1 major) China Langu	ulations for teaching- nt (2018) al Economic Policy (20 uess and Economics (20 uage and Economy (20	degree programmes) 118) 2019) 2021) 2021)		
b) term Langua Assess credita Allocat Additic Worklo 150 h Teachi Teachi Teachi Referro Master Master Master Master Master Master Master Master Master Master	age of a sment of ble for tion of onal inf oad ng cycl ed to in e appea d's degr d's degr d's degr d's degr d's degr d's degr d's degr d's degr	e (1 major) China Langu ee (1 major) China Langu ee (1 major) China Langu ee (1 major) Economathe	ulations for teaching- nt (2018) al Economic Policy (20 uage and Economy (20)	degree programmes) 118) 2019) 2021) 2021)		



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.	page 270 / 309
	data record Master (120 ECTS) Management - 2022	

	dule title				Abbreviation
Topics	in HRA	A and Organization			12-M-THRM-182-m01
Module		linator		Module offered by	
	Dean of the Faculty of Business Management and Econo		anagement and Econo	· · · ·	nent and Economics
mics		active of Dubilless M	anagement and LCOIIO-		
ECTS	Meth	od of grading	Only after succ. compl. of module(s)		
5		rical grade			
Duratio	on	Module level	Other prerequisites		
1 seme	ester	graduate			
Conten	nts				
• c • a • c	courses addition courses	taken at other Germ nal courses offered o offered by new Cha	f transferring credits from nan or non-German univer on a short-term basis irs that are yet to be inclu- irs will ensure that the cou	sities ded in the FSB (subj	
Intend	ed lear	ning outcomes			
	_		kinds of modules, a desc	ription of acquired s	kills cannot be given.
		,	contact hours, language –		¥
V (2) +					,
		sessment (type, sco	ne, language — if other th	an German, examina	ation offered — if not every sem
			ule can be chosen to earn		
Langua	age of a sment o		and/or English ter in which the course is	offered	
Allocat	tion of	places			
Additic	onal inf	ormation			
Worklo	bad				
	ng gyg				
150 h	iig cvci	e			
150 h Teachi i			ent		
150 h Teachi i Teachii	ng cycl	e: after announceme		degree programmes	
150 h Teachi i Teachii	ng cycl	e: after announceme	ent regulations for teaching-o	degree programmes))
150 h Teachi n Teachin Referre 	ng cycl ed to in	e: after announceme LPO I (examination		degree programmes))
150 h Teachin Teachin Referre Module	ng cycl ed to in e appea	e: after announceme LPO I (examination ars in	regulations for teaching-	degree programmes))
150 h Teachin Teachin Referre Module Master	ng cycl ed to in e appea	e: after announceme LPO I (examination ars in ee (1 major) Manage	regulations for teaching-)
150 h Teachin Teachin Referre Module Master Master	ng cycl ed to in e appea r's degr r's degr	e: after announceme LPO I (examination ars in ree (1 major) Manage ee (1 major) China B	regulations for teaching-o	2019)	
150 h Teachin Teachin Referre Module Master Master Master	ng cycl ed to in e appea f's degr r's degr r's degr	e: after announceme LPO I (examination ars in ree (1 major) Manage ree (1 major) China B ree (1 major) China L	regulations for teaching- ment (2018) usiness and Economics (2	2019) 219)	
150 h Teachin Teachin Referre Module Master Master Master Master	ng cycl ed to in e appea r's degr r's degr r's degr r's degr	e: after announceme LPO I (examination ars in ree (1 major) Manage ree (1 major) China B ree (1 major) China La ree (1 major) China B	regulations for teaching- ment (2018) usiness and Economics (2 anguage and Economy (20	2019) 219) 2021))
150 h Teachin Teachin Referre Module Master Master Master Master Master	ng cycl ed to in e appea r's degr r's degr r's degr r's degr r's degr	e: after announceme LPO I (examination ars in ree (1 major) Manage ree (1 major) China B ree (1 major) China La ree (1 major) China B	regulations for teaching- ement (2018) usiness and Economics (2 anguage and Economy (20 usiness and Economy (20 anguage and Economy (20	2019) 219) 2021)	

Module title			Abbreviation		
Theory	Theory of Industrial Organization			12-M-Tl1-182-m01	
Module coordinator		Module offered by			
holder	of the Chair of Industrial Ecor	iomics	Faculty of Management and Economics		
ECTS	Method of grading	Only after succ. con	npl. of module(s)		
5 numerical grade					
Duratio		Other prerequisites			
1 semester graduate					
Conter	its				
1. Mon • N • C 2. Oliga • C • C • C 3. Dyna • C • C • C • C • C • C • C • C	 Dynamic pricing: experience goods, durable goods Oligopoly pricing Static price and quantity competition in homogeneous and differentiated goods markets Comparative statics Equilibrium market structure Dynamic competition in oligopoly markets Subgame perfect equilibrium and models of dynamic competition Repeated games and collusion 4. Market Structure Entry Mergers 5. Strategic behaviour by incumbent firms Entry deterrence and predation Signalling and reputation 6. Vertical Relations and Restrictions Double marginalization Vertical contracts 				
Intend	ed learning outcomes				
tition in conditi advanc in marl ly relev and we	Students which complete this class will acquire a working knowledge of advanced theoretical models of compe- tition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practical- ly relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of an approach, summarize and comment on these papers and suggest possible extensions.				
Course	s (type, number of weekly cor	ntact hours, language –	- if other than Germa	n)	
V (2) + Module	Ü (2) e taught in: English				
	Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)				
b) term Langua	a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus				
Allocat	tion of places				
Master's w	ith 1 major Management (2022)		g ● generated 19-Apr-2025 ● e Master (120 ECTS) Managemen	-	page 272 / 309

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

Modul	dule title		Abbreviation			
Applie	plied Industrial Organization			12-M-Tl2-182-m01		
Modul	e coord	inator		Module offered by		
holder	holder of the Chair of Industrial Economics		omics	Faculty of Managen	nent and Economics	
ECTS			Only after succ. con	npl. of module(s)		
5	<u> </u>	rical grade				
	Duration Module level Other prerequisites					
1 seme		graduate				
Descri	Description: This course discusses vertical contracts in supply chains and their impact on competition.					
1. The c nance, 2. Cont 3. Com 4. The 5. The 6. Inter	Outline of syllabus: 1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price mainte- nance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.) 2. Contracts for service 3. Common agency 4. The delegation principle 5. The commitment problem 6. Interlocking relationships 7. Foreclosure by vertical contracts or mergers					
Intend	ed learr	ning outcomes				
(i) expl (ii) app (iii) rec (iv) ana	After completing the course students are able to (i) explain the results of theoretical industrial economics on vertical contracts; (ii) apply the involved methods to given simple examples on their own; (iii) recognize, in which real life situations (and how) the results can be applied; (iv) analyze the impact of certain vertical contracts on competition.					
V (2)	Courses (type, number of weekly contact hours, language — if other than German) V (2)					
		t in: English	· · · · · · · · · · · · · · · · · · ·			
			language — if other th can be chosen to earn		tion offered — if not	every seme-
b) term Langua Assess	a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus					
Allocat	tion of p	olaces				
	_					
Additio	onal info	ormation				
Worklo	oad					
150 h						
Teachi	ng cycl	e				
Teachi	ng cycle	e: no courses offered				
Referre	ed to in	LPOI (examination re	gulations for teaching-	degree programmes)		
Modul	e appea	irs in				
Master's w	vith 1 major	Management (2022)		g • generated 19-Apr-2025 • e Naster (120 ECTS) Manageme	-	page 274 / 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) 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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 275 / 309
	data record Master (120 ECTS) Management - 2022	

Module	Module title Abbreviation							
Topics	in Inforn	nation Systems 1			12-M-TIF1-182-m01			
Module	e coordin	ator		Module offered by				
Dean of the Faculty of Business Management and Econ mics			agement and Econo-	Faculty of Management and Economics				
ECTS	Method	l of grading	Only after succ. con	npl. of module(s)				
5	numeri	cal grade						
Duratio		Module level	Other prerequisites					
1 seme	ester g	graduate						
Conten	nts							
• c • a • c The ho	courses ta additiona courses o Iders of t	aken at other German l courses offered on a ffered by new Chairs he respective Chairs	ansferring credits from or non-German univer a short-term basis that are yet to be inclu- will ensure that the cou	ded in the FSB (subje		ns)		
	-	ng outcomes						
As a re	sult of ac	crediting multiple kir	nds of modules, a desc	ription of acquired s	kills cannot be giver	1.		
Course	es (type, I	number of weekly con	tact hours, language –	- if other than Germa	n)			
V (2) +	Ü (2)							
			language — if other the can be chosen to earn		tion offered — if not	every seme-		
Langua Assess	age of as		d/or English in which the course is	offered				
Allocat	tion of pl	aces						
Additio	onal info	rmation						
Worklo	bad							
150 h								
Teachi	ng cycle							
Teachi	ng cycle:	no courses offered						
Referre	ed to in L	POI (examination reg	gulations for teaching-	degree programmes)				
Module	e appear	s in						
Master	r's degree	e (1 major) Manageme	ent (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)							
	-	e (1 major) China Lang e (1 major) Informatio		019)				
	-		ness and Economics (2	2021)				
	-	-	guage and Economy (20					
	-	e (1 major) Economati						
Master's w	vith 1 major N	lanagement (2022)		g • generated 19-Apr-2025 • e Master (120 ECTS) Manageme	-	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) Economathematics (2022) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) International Economic Policy (2025)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 277 / 309
	data record Master (120 ECTS) Management - 2022	

Modul					Abbreviation		
Topics	in Info	rmation Systems 2			12-M-TIF2-182-m01		
Modul	e coord	inator		Module offered by	<u> </u>		
Dean of the Faculty of Business Management and Econ mics			agement and Econo-	- Faculty of Management and Economics			
ECTS	ECTS Method of grading Only after succ			npl. of module(s)			
5	nume	rical grade					
Durati	on	Module level	Other prerequisites	i			
1 seme	ester	graduate					
Conter	nts						
• (• a • (The ho	courses addition courses olders o	taken at other Germar nal courses offered on offered by new Chairs f the respective Chairs	ransferring credits from n or non-German univer a short-term basis that are yet to be inclu will ensure that the cou	sities ded in the FSB (subj		ns)	
		ning outcomes					
			nds of modules, a desc	· ·		۱.	
		, number of weekly cor	ntact hours, language –	– if other than Germa	in)		
V (2) +	Ü (2)						
			, language — if other th e can be chosen to earn		tion offered — if not	every seme-	
Langua Assess	age of a		nd/or English r in which the course is	offered			
Alloca	tion of	places					
Additio	onal inf	ormation					
Worklo	oad						
150 h							
Teachi	ing cycl	e					
Teachi	ng cycl	e: no courses offered					
Referre	ed to in	LPO I (examination re	gulations for teaching-	degree programmes)			
Modul	e appea	ars in					
	-	ee (1 major) Managemo					
	-		nal Economic Policy (20				
	-	•	iness and Economics (: guage and Economy (20	•			
	-	ee (1 major) Informatio	,				
	-		iness and Economics (2	2021)			
	-		guage and Economy (20	021)			
Master	r's degr	ee (1 major) Economat	hematics (2021)				
Master's w	vith 1 majo	r Management (2022)		g • generated 19-Apr-2025 • 6 Master (120 ECTS) Manageme	-	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) Economathematics (2022) Master's degree (1 major) International Economic Policy (2024) Master's degree (1 major) International Economic Policy (2025)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 279 / 309
	data record Master (120 ECTS) Management - 2022	

Module title Abbreviation					Abbreviation
Topics	in Migi	ration			12-M-TIM-182-m01
Module	Module coordinator			Module offered by	
Dean of	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Managem	nent and Economics
mics		·			
ECTS		od of grading	Only after succ. con	npl. of module(s)	
5	L	rical grade			
Duratio		Module level	Other prerequisites	i	
1 seme	ster	graduate			
Conten	ts				
singly e ving an will cov 1) Migra 2) Effec 3) Effec 4) Integ 5) Refug 6) Impa At the e econom the abil The cou reading	engage d send ver the ation D its on N its of M gration gee Mig acts of I end of t nics of lity to c urse wil g of son	d in studying determinan ing countries. This cours following topics: ecision and Forms of Mig Aigration on Employment igration on Attitudes and and Integration Policies gration Emigration the course students are fa migration. A special focu connect links between the ll consist of frontal teach ne of the key scientific ar	ts and consequences e offers an intro- duc ration and Wages I Political Economy amiliar with the basic s will be on the unde e different are- as of a ing of the basic theor	s of migration as it his tion to the key conce theoretical and emp erstanding of the ider analysis. retical as well as emp	world. Thus, economists increa- as a substantial impact on recei- epts of migration economics and pirical con- cepts in the area of ntification of causal effects and pirical tools as well as a careful iding list will be provided at the
		he semester). ning outcomes			
			nd econometrics is re	inforced. At the end	of the semester, students will ha-
		unity to present their tern			
Course	s (type	, number of weekly conta	ct hours, language –	- if other than Germa	ın)
V (2) +	Ü (2)				
Module	taugh	t in: English			
		essment (type, scope, la on on whether module c			tion offered — if not every seme-
b) term Langua Assess	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus				
Allocat	ion of p	olaces			
Additio	nal inf	ormation			
Worklo	ad				
150 h					

Teaching cycle

Teaching cycle: after announcement

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

Module a	ppears in
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Master's degree (1 major) Management (2018)

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

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

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

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

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

Master's degree (1 major) 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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 281 / 309
	data record Master (120 ECTS) Management - 2022	

Module	Module title Abbreviation					
Topics	Topics in Labour Economics 12-M-TLE-182-m01					
Module coordinator Mod				Module offered by	Module offered by	
Dean of the Faculty of Business Management and Econ mics			ement and Econo-	Faculty of Managen	nent and Economics	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)		
5		rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
• c • a • c	ourses ddition ourses	erves the purpose of tran taken at other German o al courses offered on a s offered by new Chairs th the respective Chairs wi	r non-German univer hort-term basis at are yet to be inclue	ded in the FSB (subje		
Intende	ed learr	ning outcomes				
Due to	the cre	diting of different module	es, no competence d	escription can be ma	ide.	
Course	s (type,	number of weekly conta	ct hours, language –	- if other than Germa	n)	
V (2) +	Ü (2)					
ster, inf a) writte b) term Langua Assess	Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: German and/or English Assessment offered: In the semester in which the course is offered creditable for bonus					
Allocat	ion of p	olaces				
Additio	nal info	ormation				
Worklo	ad					
150 h						
Teachir	ng cycle	9				
		e: after announcement				
		LPOI (examination regu	lations for teaching-	degree programmes)		
		<u> </u>		<u> </u>		
Module	Module appears in					
			(2018)			
Master Master Master Master Master	Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) China Business and Economics (2019) Master's degree (1 major) China Language and Economy (2019) Master's degree (1 major) China Business and Economics (2021) Master's degree (1 major) China Language and Economy (2021) Master's degree (1 major) International Economic Policy (2022) Master's degree (1 major) Management (2022)					

	Module title Abbreviation				
Topics in Macroeconomics					12-M-TM-221-m01
Module	e coord	inator		Module offered by	
Dean o mics	f the Fa	culty of Business Manag	ement and Econo-	Faculty of Managem	nent and Economics
ECTS		od of grading	Only after succ. con	pl. of module(s)	
5	nume	rical grade			
Duratio		Module level	Other prerequisites		
1 seme	ster	graduate			
Conten	ts				
• c • a • c The ho	ourses dditior ourses lders of	erves the purpose of tran taken at other German o al courses offered on a s offered by new Chairs th the respective Chairs wi	r non-German univer: hort-term basis at are yet to be inclue	ded in the FSB (subje	
		ning outcomes			
		accrediting multiple kind			
		, number of weekly conta	ct hours, language –	· if other than Germa	n)
V (2) +	Ü (2)				
		essment (type, scope, la on on whether module ca			tion offered — if not every seme-
b) term c) oral	paper examin ge of a	nination (approx. 60 min (approx. 15 pages) or ation of one candidate es ssessment: German and, bonus	ach (approx. 20 minu	tes)	
Allocat	ion of r	olaces			
Additio	onal inf	ormation			
Worklo	ad				
150 h					
Teachi	ng cycl	e			
Teaching cycle: after announcement					
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module	e appea	irs in			
		ee (1 major) Management	: (2018)		
	-	ee (1 major) International			
	-	ee (1 major) International		22)	
Master	Master's degree (1 major) Management (2022)				

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.
muster 5 with 1 major management (2022)	Jino Wuizburg - generated 19 Apr 2025 - examined.
	data record Master (120 ECTS) Management - 2022

Module					Abbreviation
Topics in International Marketing					12-M-TMA-182-m01
Module coordinator				Module offered by	
			anagement and Econo-	Faculty of Managem	ont and Economics
mics				Taculty of Managen	
ECTS	Metho	od of grading	Only after succ. con	npl. of module(s)	
5	nume	rical grade			
Duratio	on	Module level	Other prerequisites	i	
1 seme	ster	graduate			
Conten	ts				
• c • a • c	ourses dditior ourses	taken at other Germ nal courses offered o offered by new Cha	f transferring credits from nan or non-German univer on a short-term basis irs that are yet to be inclu- rs will ensure that the cou	sities ded in the FSB (subje	
		ning outcomes		-	
			kinds of modules, a desc	ription of acquired sk	kills cannot be given.
		· · · ·	contact hours, language –	· · ·	
V (2) +		,	terreact nours, tanguage		.,
		essment (type scor	if other th	an German, examina'	tion offered — if not every seme
			ule can be chosen to earn		tion oncrea in not every series
Assess credita	ment o ble for	bonus	and/or English ter in which the course is	offered	
Allocat		Diaces			
		ormation			
Additio	nat inf	ormation			
Worklo	ad				
150 h	-				
Teachi					
Teachir	ng cycle	e: after announceme	ent		
Referre	ed to in	LPOI (examination	regulations for teaching-	degree programmes)	
Module	e appea	ars in			
Master	's degr	ee (1 major) Manage	ment (2018)		
	-		usiness and Economics (2		
Master	-	ee (1 major) China La	. – (019)	
Master	-	ee (1 major) China B	usiness and Economics (2	2021)	
Master Master	's degr	ee (1 major) China B	usiness and Economics (2 anguage and Economy (20	2021)	

Module	e title				Abbreviation	
Trade P	Policy a	nd the World Trading Sy	stem		12-M-TP-182-m01	
Module coordinator				Module offered by		
holder	of the (Chair of International Eco	nomics	Faculty of Managem	nent and Economics	
ECTS		od of grading	Only after succ. com	pl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
Content The module starts out with a sketch of key facts and the evolution of the world trading system as well as current trade policy controversies. The main part of the lecture deals with trade policy instruments (e.g. tariffs and quo- tas) and arguments in favor of trade policy interventions (the terms of trade, strategic trade policy, infant indu- stries, industrial policy, environmental policy). Political economy issues are also addressed. Outline 1 The evolution of the world trading system and current issues 2 Trade policy instruments and their effects under perfect competition						
 3 The competition effect of trade opening 4 Domestic distortions 5 International market power and trade policy 6 Political economy and the world trading system 						
Literatur: The main text used is: Helpman, E. und P.R. Krugman (1989). Trade Policy and Market Structure. The MIT Press, Cambridge, Massachu- setts. The following monographs cover the evolution of the world trading system and the evolution of ideas in trade po- licy making: Bhagwati, J. (2002). Free Trade Today, Princeton University Press Bhagwati, J. (2005). In Defense of Globalization. Oxford University Press Irwin, D. (2020). Free Trade Under Fire, Princeton University Press, 5th Edition (as well as former editions partially containing further material) Irwin, D. (1996). Against the Tide. An Intellectual History of Free Trade, Princeton University Press Basic refreshers are Krugman, P.R., M. Obstfeld und M. Melitz (2018), International Economics. Theory and Policy. Addison-Wesley, 11th Edition Caves, R., R.W. Jones und J.A. Frankel (2007), World Trade and Payments. An Introduction. Addison-Wesley, 10th Edition This literature is complemented by papers from scholarly journals.						
Intended learning outcomes						
licy ins in inter the wor	Students acquire the ability to critically understand the effects and issues associated with the use of trade po- licy instruments. They are enabled to understand and evaluate the causes and consequences of interventions in international trade on the aggregate economy, producers and consumers, the foreign trading partners and the world trading system both analytically as well as in an intuitive manner. Students also acquire the scientific knowledge to grasp the factors determining the structure and dynamics of the world trading order					
Courses (type, number of weekly contact hours, language — if other than German)						
V (2) +	Ü (2)					
		sessment (type, scope, la on on whether module ca			tion offered — if not every seme-	
		mination (approx. 60 to 1 (15 to 20 pages)	20 minutes) or			

Master's with 1 major Management (2022)

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

Allocation of places

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Additional information

Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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

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

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

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

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

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

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

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

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

exchange program Business Management and Economics (2022)

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

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

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 286 / 309
	data record Master (120 ECTS) Management - 2022	

	e title				Abbreviation	
Financi	ial State	ment Analysis and Bu	siness Valuation		12-M-UA-161-m01	
Module coordinator				Module offered by		
		air of Business Mana	rement and Accourt	Faculty of Managen		
ting	or the Cl		Schient and Actourt-			
ECTS	Method	l of grading	Only after succ. con	npl. of module(s)		
5		cal grade				
Duratio	L	Nodule level	Other prerequisites			
1 seme	· · · · · · · · · · · · · · · · · · ·	graduate	Utilei prerequisites			
		Jaduate				
Conten						
statem extract nancial	ents. Thi value-re l data to	s module provides a b levant information fro	ition, and much of the basic understanding of m financial statement ne module also provide	f financial statement s, carry out financial	analysis, particularl statement analysis,	y on how to and use fi-
Intende	ed learni	ng outcomes				
vant inf ques to tion pro	formatio o evaluat ocess. St	n in financial stateme e financial statements udents can apply valu	ded companies' finance nts, and use this inform and understand the f ation technics to real-	mation for valuation. Fundamental role of f world cases and reco	They know the releving the releving the second seco	vant techni- in the valua
		iumber of weekly con	act hours, language –	– ir other than Germa	iii <i>)</i>	
V (2) +	-					
			language — if other th can be chosen to earn		tion offered — if not	every seme-
Langua		ation (approx. 60 to 12 sessment: German an onus				
Allocat	ion of pl	aces				
Additio	onal info	rmation				
Warkla						
Worklo 150 h	ad					
150 h						
150 h Teachir	ng cycle	winter comestor				
150 h Teachir Teachir	ng cycle ng cycle:	winter semester				
150 h Teachir Teachir	ng cycle ng cycle:		ulations for teaching-	degree programmes)		
150 h Teachir Teachir	ng cycle ng cycle:		ulations for teaching-	degree programmes)		
150 h Teachir Teachir Referre 	ng cycle ng cycle:	POI (examination reg	ulations for teaching-	degree programmes)		
150 h Teachir Teachir Referre Module	ng cycle ng cycle: ed to in L e appear	POI (examination reg	ulations for teaching-			
150 h Teachir Teachir Referre Module Master Master	ng cycle ng cycle: ed to in L e appear ''s degree	PO I (examination reg s in e (1 major) Business Ir e (1 major) Business <i>N</i>	formation Systems (20 anagement (2015)	016)		
150 h Teachin Teachin Referre Module Master Master Master	ng cycle ng cycle: ed to in L e appear 's degree 's degree	POI (examination reg s in e (1 major) Business Ir e (1 major) Business <i>N</i> e (1 major) China Busin	formation Systems (20 anagement (2015) 1955 and Economics (2	016) 2016)		
150 h Teachin Teachin Referre Module Master Master Master Master	ng cycle ng cycle: ed to in L e appear 's degree 's degree 's degree	POI (examination reg s in e (1 major) Business Ir e (1 major) Business M e (1 major) China Busin e (1 major) Internation	formation Systems (2 anagement (2015) ness and Economics (2 al Economic Policy (20	016) 2016) 915)		
150 h Teachir Teachir Referre Master Master Master Master Master	ng cycle ng cycle: ed to in L e appear d's degree d's degree d's degree d's degree	POI (examination reg s in e (1 major) Business Ir e (1 major) Business <i>N</i> e (1 major) China Busin e (1 major) Internation e (1 major) China Lang	formation Systems (20 anagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20	016) 2016) 915)		
150 h Teachir Teachir Referre Master Master Master Master Master Master	ng cycle ng cycle: ed to in L e appear d's degree d's degree d's degree d's degree d's degree	POI (examination reg s in e (1 major) Business Ir e (1 major) Business N e (1 major) China Busin e (1 major) Internation e (1 major) China Lang e (1 major) Manageme	formation Systems (24 anagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20 nt (2018)	016) 2016) 015) 016)		
150 h Teachin Teachin Referre Master Master Master Master Master Master Master	ng cycle ng cycle: ed to in L e appear d's degree d's degree d's degree d's degree d's degree d's degree	POI (examination reg s in e (1 major) Business Ir e (1 major) Business N e (1 major) China Busin e (1 major) Internation e (1 major) China Lang e (1 major) Manageme e (1 major) Internation	formation Systems (24 anagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20 nt (2018) al Economic Policy (20	016) 2016) 015) 016) 018)		
150 h Teachin Teachin Referre Master Master Master Master Master Master Master Master	ng cycle ng cycle: ed to in L e appear 's degree 's degree 's degree 's degree 's degree 's degree	POI (examination reg s in e (1 major) Business Ir e (1 major) Business Ir e (1 major) China Busin e (1 major) China Busin e (1 major) Internation e (1 major) Manageme e (1 major) Internation e (1 major) China Busin	formation Systems (24 anagement (2015) ness and Economics (2 al Economic Policy (20 uage and Economy (20 nt (2018)	016) 2016) 015) 016) 018) 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)

Master's with 1 major Management (2022) JMU Würzburg • generated 19-Apr-2025 • exam. reg. data record Master (120 ECTS) Management - 2022	page 288 / 309
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Module	Module title Abbreviation					
Advano	Advanced VAT 12-M-UF-161-mo1					
Module	e coord	inator		Module offered by		
holder Taxatic		Chair of Business Mana	gement and Business			
			Only after succ. con	ompl of module(s)		
5		rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	-	graduate				
Conten	nts					
The mo	dule p	rovides students with r	nore in-depth insights i	nto complex nationa	al issues (e. g. holdir	ng structu-
		national constellations The relevant rulings of				
		ning outcomes				
		uire deeper knowledge	and understanding of (German VAT law as w	vell as basic skills in	VAT on FIL
and int analyze sing fro und the munity	ternation e and s om inte e Europ r triangi	onal levels. The student olve complex facts of a rnational constellation pen VAT directive. The s ulation simplification) a ey are able to read critic	s ate able to case from a German V/ s. They are anable to de tudents are able to ide as well as to proactively	AT point of view as w etermine the VAT-tre ntify and make use o v shape the facts of a	vell as to regonize pr atment using Germa of simplification rule	oblems ari- n VAT law s (intra-Com-
Course	es (type	, number of weekly con	tact hours, language -	- if other than Germa	n)	
V (2) +		,			,	
		sessment (type, scope,		an German, examina	tion offered — if not	every seme-
		ion on whether module				every serie
b) term c) oral	n paper examir age of a	mination (approx. 60 m (approx. 15 pages) or nation of one candidate issessment: German ar bonus	each (approx. 20 minu	ites)		
Allocat	tion of	places				
Additio	onal inf	ormation				
Worklo	ad					
150 h						
Teachi	ng cycl	Δ				
		e: no courses offered				
Referred to in LPO I (examination regulations for teaching-degree programmes)						
		•				
Module						
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) China Language and Economy (2016) Master's degree (1 major) Management (2018)					
	Master's degree (1 major) Management (2016) Master's degree (1 major) China Business and Economics (2019)					
	-	ee (1 major) China Lang		-		
	-	r Management (2022)		• generated 19-Apr-2025 • e	exam, reg.	page 289 / 309
			-	laster (120 ECTS) Manageme	-	,

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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 290 / 309
	data record Master (120 ECTS) Management - 2022	

Module	Module title Abbreviation				
Corpor	Corporate Entrepreneurship 12-M-UGF1-182-m01				
Module	e coord	inator		Module offered by	
holder	of the (Chair of Entrepreneurship	and Strategy	Faculty of Managen	nent and Economics
ECTS		od of grading	Only after succ. com	pl. of module(s)	
5	I	rical grade			
Duratio		Module level	Other prerequisites		
1 seme		graduate	-		
Conten					
knowle	edge us		working (or research	ing) in the field of co	eurship. It provides you with prporate innovation and entrepre-
(1) Intro	oductio	n to corporate entrepren	eurship		
(2) Ant	eceden	ts and forms of corporate	e entrepreneurship		
(3) Cor	porate	strategy and corporate er	ntrepreneurship		
(4) Org	anizati	onal structure and corpor	ate entrepreneurship)	
(5) Hun	nan res	ource management and o	corporate entreprene	urship	
(6) Bui	lding sı	upportive organizational	cultures		
(7) Enti	reprene	eurial control systems			
(8) Ent	reprene	eurial leadership			
(9) The	corpor	ate entrepreneur as a cha	ampion and diplomat	:	
(10) Th	e pay-o	ff from corporate entrepr	eneurship		
(11) Co	rporate	venture capital			
(12) Co	rporate	e entrepreneurship in non	profit and governme	nt organizations	
(13) Un	iversiti	es and academic spin-off	fs		
		and Q&A			
Intend	ed lear	ning outcomes			
 Educational aims Clarify the role of corporate entrepreneurship Explain theoretical concepts and mechanisms behind corporate entrepreneurship Enable students to critically appraise alternative approaches to corporate entrepreneurship Enable students to evaluate the boundaries and risks of corporate entrepreneurship 					
Learning outcomes					
On suc	On successful completion of this module students will be able to:				
	 Create and evaluate concepts related to corporate entrepreneurship Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage 				

Make judgements about the organizational and managerial implications of corporate entrepreneurship Systematically choose between different routes of action ٠

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Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 291 / 309
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Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

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

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

b) term paper (15 to 20 pages) or

c) oral examination of one candicate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)

Language of assessment: English

Allocation of places

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

Module appears in

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

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 292 / 309
	data record Master (120 ECTS) Management - 2022	

Module	Module title Abbreviation					
Corporate Strategy 12-M-UGF2-182-mo1						
Module coordinator Module offered by						
holder of the Chair of Entrepreneurship and Strate		ip and Strategy	Faculty of Management and Economics			
ECTS	Metho	od of grading	Only after succ. compl. of module(s)			
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
porate private chelor- (1) Dev	strateg or pub level m eloping	d and application-orien y—essential for anyone lic sector. The module § odules.	aspiring to take on lea goes beyond basic kno	adership roles in the wledge about strate	ir future career, may	it be in the
(3) Veri (4) Meri (5) Dyn (6) Coc (7) Cor (8) Inte (9) Inte (10) Stri (11) Co (12) Co (13) Co	ical int gers & amic st perativ porate mation rategic rporate rporate rporate	diversification egration and outsourcin acquisitions rategies e strategies spin-offs and spin-outs alization strategies (I) alization strategies (II) change strategies and new tec governance and corpo communication and cr and Q&A	hnologies rate social responsibil	ity		
Intend	ed learr	ning outcomes				
• (• E • E	xplain nable s	ms ne role of corporate stra theoretical concepts an students to critically ap students to evaluate the	d mechanisms behind praise alternative appr	oaches to corporate		
Learnir	ng outco	omes				
On suc	cessful	completion of this mod	dule students will be a	ble to:		
• (• N	 Assess the role of corporate strategy for creating and sustaining competitive advantage Create and evaluate concepts related to corporate strategy Make judgements about the organizational and managerial implications of corporate strategy Systematically choose between different routes of action 					
Course	s (type,	number of weekly con	tact hours, language –	- if other than Germa	n)	
	V (2) + Ü (2) Module taught in: English					
Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)						
b) term c) oral approx Langua	ster, information on whether module can be chosen to earn a bonus) a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) 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					

Allocation of places

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module appears in

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

Master's with 1 major Management (2022)	
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Modul	Module title Abbreviation						
Digital Entrepreneurship 12-M-UGF3-182-m01							
Modul	e coord	inator		Module offered by			
holder	older of the Chair of Entrepreneurship and Strateg		nip and Strategy	Faculty of Management and Economics			
ECTS	S Method of grading Only after succ. compl. of module(s)						
5	nume	rical grade					
Durati		Module level	Other prerequisites	i			
1 seme		graduate					
Conter	-			1.1.1.1.1.1.			
(2) Dig for cre fundin (10) Di Wrap-u	ital bus ating co g for en gital str up and (iness models (3) Ident ompetitive advantage in trepreneurs (7) Design rategy and digital trans Q&A	n into digital entrepren ifying and exploiting op n digital entrepreneursl thinking (8) Lean start formation (11) The agile	pportunities for digita hip (5) Digital market up (9) Platform ecosy	al entrepreneurship ing for entrepreneur /stems and online co	(4) Strategies rs (6) Crowd- ommunities	
		ning outcomes					
cepts a apprai luate t Learnin gital en te and about System	and me se alter he bour ng outco ntrepre evaluat the orga natically	chanisms behind digita native approaches to condaries and risks of dig omes: On successful con neurship and digital tra- te concepts related to contain anizational and manag y choose between diffe		d digital transformation and digital transform and digital transform and sutdents will be a and sustaining compound digital transfor gital entrepreneurshi	on. Enable students mation. Enable stud ation ble to (1) Assess the mpetitive advantage mation, (3) Make jue p and digital transfo	to critically ents to eva- role of di- e, (2) Crea- dgements	
		, number of weekly cor	itact hours, language –	- if other than Germa	n)		
V (2) + Modul		t in: English					
			language — if other th can be chosen to earn		tion offered — if not	every seme-	
b) tern c) oral approx	n paper examin k. 30 mi		o 120 minutes) or ach: approx. 10 to 15 m	ninutes; groups of 2:	approx. 20 minutes	; groups of 3:	
Alloca	tion of _l	olaces					
Additi	onal inf	ormation					
Workle	bad						
150 h							
Teaching cycle							
Teaching cycle: summer semester							
Referred to in LPO I (examination regulations for teaching-degree programmes)							
Modul	e appea	ars in					
Master's degree (1 major) Human-Computer-Interaction (2018) Master's degree (1 major) Management (2018)							
Master's w	vith 1 majo	r Management (2022)		g • generated 19-Apr-2025 • e Naster (120 ECTS) Manageme	-	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)

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 296 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title			Abbreviation	
Managerial Practice Lectures			12-M-VGP-202-m01		
Module	e coordinator		Module offered by		
holder of the Professorship of Economic Journalism		Faculty of Management and Economics			
ECTS Method of grading Only after succ. co					
5 numerical grade					
Duration Module level Other prerequisites					
1 semester graduate					
Contents					
In this lecture, we invite board members of publicly listed companies, SMEs and Startups to discuss contempo- rary challenges of corporate management.					s contempo-
various	ts gain sustainable insight industries, and discuss pr ents, students are required	essing managerial issues	with C-level execution	ves. In individual an	d group as-
	ers of the different compan sion at the end of each lect		ss the following ques	tions that will foster	a detailed
- What	are the current challenges	facing your company?			
- Which	n strategies do you employ	to respond to these chall	enges?		
	ave leadership concepts a	nd approaches changed i	in your company?		
	ed learning outcomes				
lenges	articipating in this module, in management. The stude h discussions reports and s lls.	nts obtain a realistic insig	ght into a cross-secti	on of the German ec	onomy.
Course	s (type, number of weekly of	contact hours, language -	– if other than Germa	ın)	
S (2)					
	d of assessment (type, sco formation on whether mod			ition offered — if not	every seme-
	io (approx. 15 pages)				
	ge of assessment: German	and/or English			
Allocat	ion of places				
Additio	onal information				
Worklo	ad				
150 h					
Teaching cycle					
Teaching cycle: each semester					
Referred to in LPO I (examination regulations for teaching-degree programmes)					
Module	e appears in				
	's degree (1 major) Busines 's degree (1 major) Busines	•	016)		
	ith 1 major Management (2022)	JMU Würzbur	g • generated 19-Apr-2025 • 6 Master (120 ECTS) Manageme		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) Informational Economic Policy (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			
	al Storytelling			12-M-VS-221-m01		
Modul	e coordinator		Module offered by			
	of the Professorship of Econom		Faculty of Management and Economics			
ECTS	Method of grading	Only after succ. con	npl. of module(s)			
10	numerical grade					
Durati		Other prerequisites				
1 seme	ester graduate					
Conter	nts					
use ap now ta natura the mo conter feature	pps such as WhatsApp, Instagram kes place on mobile devices. So I part of any communications m obile delivery channels for their at with the smartphone for the su es, different content formats and	n, and TikTok to com ocial media, messeng ix. The challenge for p content. The seminar nartphone. It covers t	municate every day - er services and mob professional communis hands-on and tea	illions of users around the world much of digital communication ile-optimized websites are now a nicators is to adequately consider ches participants how to produce reporting, current apps and their		
Intend	ed learning outcomes					
to the mats a	basics of mobile reporting, stud	ents will learn about	the latest apps, their	e for the smartphone. In addition features, different content for- ign and produce targeted content		
Course	es (type, number of weekly conta	act hours, language –	- if other than Germa	n)		
S (2)						
	d of assessment (type, scope, la Iformation on whether module c			tion offered — if not every seme-		
Assess	lio (approx. 5 pages) sment offered: every year, summ	er semester				
Alloca	tion of places					
Additi	onal information					
Workle	pad					
300 h						
Teachi	ng cycle					
	ng cycle: each semester					
Referr	ed to in LPO I (examination regu	lations for teaching-	degree programmes)			
Modul	e appears in					
	r's degree (1 major) Managemen	t (2018)				
	r's degree (1 major) Internationa		18)			
	r's degree (1 major) Information					
	r's degree (1 major) Economathe					
	r's degree (1 major) Information	-	`			
	r's degree (1 major) Internationa r's degree (1 major) Managemon		22)			
	r's degree (1 major) Managemen r's degree (1 major) Economathe					
maste	Master's degree (1 major) Economathematics (2022)					

Master's with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 299 / 309
	data record Master (120 ECTS) Management - 2022	

Master's with 1 major Management (2022)

Module	e title				Abbreviation	
Econon	Economist Practice Lectures				12-M-VWP-211-m01	
Module	e coord	inator		Module offered by		
holder of the Senior Professorship for Economics, Money					nent and Economics	
		onal Economic Relations				
ECTS						
5	nume	rical grade				
Duratio	on	Module level	Other prerequisites	5		
1 seme	ster	graduate				
Conten	Its					
from di	ifferent	national and internation	al fields of activity, w	which are organized f		
the sar	ne time	e internationally oriented	education at the fac	ulty of economics of	the scientifically founded and at the University of Würzburg.	
tical ac	tivities				mists, gain an insight into prac- with theoretical economic know-	
Intende	ed lear	ning outcomes				
respect learn e at the e	tive lec conom end of t	ture, a debating worksho	p is offered to the pa bate management. T	articipants of the sen he learned contents	with the speakers following the ninar, in which the students are to and competencies will be tested	
	s (type	, number of weekly conta	ict nours, language -		11)	
		sessment (type, scope, la ion on whether module c			tion offered — if not every seme-	
approx	. 30 mi	nutes) or			approx. 20 minutes, groups of 3	
c) writt	en exa	(approx. 10 pages) and p mination (approx. 60 min ssessment: German and	utes)	. 15 minutes); (weigh	led 2:1) of	
Allocat	ion of	places				
Additio	onal inf	ormation				
Worklo	Workload					
150 h						
Teachi	ng cvcl	e				
		e: each semester				
		LPOI (examination regu	lations for teaching	degree programmac		
Referre				actice programmes)		

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Module appears in

Master's degree (1 major) Management (2018) Master's degree (1 major) International Economic Policy (2018) Master's degree (1 major) 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 with 1 major Management (2022)	JMU Würzburg • generated 19-Apr-2025 • exam. reg.	page 301 / 309
	data record Master (120 ECTS) Management - 2022	

Module	e title				Abbreviation	
European Competition Policy			12-M-WPE-192-m01			
Module coordinator				Module offered by		
holder of the Chair of Industrial Economics			nics	Faculty of Managem	nent and Economics	
ECTS	Metho	od of grading	Only after succ. com	pl. of module(s)		
5	nume	rical grade				
Duratio	n	Module level	Other prerequisites			
1 seme	ster	graduate				
Conten	ts					
1. Lega 2. Mark • Q • S • H 3. Horiz 4. Horiz • E • C 5. Verti • E • "' 6. Abus	Contents Outline of syllabus: 1. Legal environment, competition laws 2. Market definition • Qualitative methods • Simple quantitative methods • Hypothetical monopoly test 3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion 4. Horizontal mergers and collusion • Economic theory • Efficiency effects • Coordinated effects 5. Vertical relations and contracts • Economic analysis of contracts • "More economic approach" 6. Abuse of dominant position • Classification of abusive conduct					
		ic analysis of abusive co ning outcomes	, , , , , , , , , , , , , , , , , , ,	-		
Intended learning outcomes After completion of the module students can use the advanced concepts introduced in the lecture of competiti- on policy, including the legal framework, the trace models and methods for the study of competition policy issu- es, as well as understand the approach of European competition policy in high profile cases. When they are con- fronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.						
Course	s (type,	, number of weekly conta	ct hours, language —	if other than Germa	n)	
V (2) Module	e taugh	t in: English				
	Method of assessment (type, scope, language — if other than German, examination offered — if not every seme- ster, information on whether module can be chosen to earn a bonus)					
b) term	paper ge of a	nination (approx. 60 to 1 (15 to 20 pages) ssessment: English bonus	20 minutes) or			
Allocat	ion of p	olaces				
WM6:		actrictions with regard to	available places for	students of the Mast	aris dagraa programmas Mana	

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.

Master's with a	ı major Management	(2022)	
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Additional information
Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
-
Module appears in
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) Economathematics (2021)
Master's degree (1 major) Information Systems (2022)
Master's degree (1 major) International Economic Policy (2022)
Master's degree (1 major) Management (2022)
Master's degree (1 major) Economathematics (2022)
Master's degree (1 major) 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) Applied Human Geography (2025)
Master's degree (1 major) China Business and Economics (2025)
Master's degree (1 major) Economathematics (2025)

Module	e title				Abbreviation	
Project	Modul: Journa	alism in Economi	c Policy		12-M-WPJ-182-m01	
Module coordinator				Module offered by		
				`_		
holder of the Professorship of Economic Journalism			Faculty of Management and Economics			
			Only after succ. con	npl. of module(s)		
10 numerical grade						
Duration Module level Other prerequis			Other prerequisites			
1 semester graduate						
Conten	ts					
ny med these t kes for ons wil topic th	lia users can re opics be prese good econom Il first be answ nemselves. The	elate to: The focu: ented in a way that ic reporting? Wha ered using examp e seminar is them	l as unwieldy, but the s is on market develo it is clear, easy to und t research options ar oles from various med atically oriented towa nmunication and can	pments and (econon lerstand, and yet as d forms of presentat lia. Subsequently, th ards current research	nic) political condition precise as possible ion are available? S re students will work projects/projects o	ons. How can ? What ma- uch questi- c on the main f the Chair of
Intende	ed learning ou	tcomes				
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 to pics in reporting. After completing the seminar, students are able to independently examine journalistic product 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.					economic to- istic products	
S (2)	s (type, numbe	er of weekly conta	act hours, language –	- II other than Germa	n)	
ster, in portfoli ties, co Langua	formation on v io (approx. 3 it ommentary, tex age of assessm	vhether module c ems with a durati tt analyses of diff ent: German and	anguage — if other th an be chosen to earn on of 3 minutes each erent types of media /or English n which the course is	a bonus) , audio/video format		
	ble for bonus					
Allocat	ion of places					
Additio	onal informatio	on				
Worklo	ad					
300 h						
-	ng cycle					
		announcement				
			lations for to shire			
Reieffe		examination regu	llations for teaching-	legiee programmes)		
Module	e appears in					
Master Master Master	's degree (1 ma 's degree (1 ma 's degree (1 ma	ajor) China Busin	t (2018) l Economic Policy (20 ess and Economics (2 age and Economy (20	2019)		
	-		nunication (2019)			
	ith 1 major Managem			• generated 19-Apr-2025 • e		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	e title				Abbreviation	
Economic and Business Ethics				12-M-WUE-161-m01		
Module coordinator				Module offered by		
			romont and Pusiness		ant and Economics	
holder of the Chair of Business Management and Busir Taxation				ess Faculty of Management and Economics		
ECTS			npl. of module(s)			
10	numerical grade					
Duratio	on	Module level	Other prerequisites			
1 seme	ester	graduate				
Contents						
In this	semina	r, students will gain an	overview of different e	thical aspects in bus	siness and economy	, e. g. leader
		orruption, ethcial theori			,	, 0
Intende	ed learr	ning outcomes				
ethcial	problei	n scientific methods the m in business and/or e Idable way und he/she	conomiy. He/she shou	ld be able to presen	t a complex problen	n in an clear
Course	es (type,	number of weekly cont	act hours, language –	- if other than Germa	n)	
S (2)						
Metho	d of ass	essment (type, scope,		an German, examina	tion offered — if not	every seme-
		on on whether module				•
term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1						
				ox. 20 minutes), wei	ghted 2:1	
Langua	age of a	ssessment: German and		ox. 20 minutes), wei	ghted 2:1	
Langua Allocat	age of a t ion of p	ssessment: German and laces	d/or English		-	be allocator
Langua Allocat 12 plac by lot a numbe	age of a tion of p ces. (1) S among a er of pla	ssessment: German and	d/or English pplications exceed the ve of their subjects. (2) the same procedure. (2)	e number of available) Places on all course	e places, places will es of the module wit	h a restricted
Langua Allocat 12 plac by lot a numbe cated b	age of a tion of p ces. (1) S among a er of pla by lot as	ssessment: German and l aces Should the number of a all applicants irrespectiv ces will be allocated in	d/or English pplications exceed the ve of their subjects. (2) the same procedure. (2)	e number of available) Places on all course	e places, places will es of the module wit	h a restricte
Langua Allocat 12 plac by lot a numbe cated b	age of a tion of p ces. (1) S among a er of pla by lot as	ssessment: German and laces Should the number of a all applicants irrespective ces will be allocated in they become available	d/or English pplications exceed the ve of their subjects. (2) the same procedure. (2)	e number of available) Places on all course	e places, places will es of the module wit	h a restricte
Langua Allocat 12 plac by lot a numbe cated b	age of a tion of p ces. (1) S among a er of pla by lot as onal info	ssessment: German and laces Should the number of a all applicants irrespective ces will be allocated in they become available	d/or English pplications exceed the ve of their subjects. (2) the same procedure. (2)	e number of available) Places on all course	e places, places will es of the module wit	h a restricte
Langua Allocat 12 plac by lot a numbe cated b Additio Worklo	age of a tion of p ces. (1) S among a er of pla by lot as onal info	ssessment: German and laces Should the number of a all applicants irrespective ces will be allocated in they become available	d/or English pplications exceed the ve of their subjects. (2) the same procedure. (2)	e number of available) Places on all course	e places, places will es of the module wit	h a restricte
Langua Allocat 12 plac by lot a numbe cated b Additio Worklo 300 h	age of a tion of p ces. (1) S among a er of plac by lot as onal info	ssessment: German and laces Should the number of a all applicants irrespectiv ces will be allocated in they become available ormation	d/or English pplications exceed the ve of their subjects. (2) the same procedure. (2)	e number of available) Places on all course	e places, places will es of the module wit	h a restricte
Langua Allocat 12 plac by lot a numbe cated b Additio Worklo 300 h Teachin	age of a tion of p ces. (1) S among a er of plac by lot as onal info bad	ssessment: German and laces Should the number of a all applicants irrespectiv ces will be allocated in they become available ormation	d/or English pplications exceed the ve of their subjects. (2) the same procedure. (2)	e number of available) Places on all course	e places, places will es of the module wit	h a restricte
Langua Allocat 12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin	age of a tion of p ces. (1) S among a er of plac by lot as onal info oad ng cycle	ssessment: German and laces Should the number of a all applicants irrespectiv ces will be allocated in they become available ormation	d/or English pplications exceed the ve of their subjects. (2) the same procedure. (2.	e number of available) Places on all course 3) A waiting list will b	e places, places will es of the module wit be maintained and p	h a restricte
Langua Allocat 12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin	age of a tion of p ces. (1) S among a er of plac by lot as onal info oad ng cycle	ssessment: German and laces Should the number of a all applicants irrespectiv ces will be allocated in they become available ormation	d/or English pplications exceed the ve of their subjects. (2) the same procedure. (2.	e number of available) Places on all course 3) A waiting list will b	e places, places will es of the module wit be maintained and p	h a restricte
Langua Allocat 12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Referre	age of a tion of p ces. (1) S among a er of pla- by lot as onal info oad ng cycle ed to in	ssessment: German and laces Should the number of a all applicants irrespectiv ces will be allocated in they become available ormation e e e e e e te ach semester LPO I (examination reg	d/or English pplications exceed the ve of their subjects. (2) the same procedure. (2.	e number of available) Places on all course 3) A waiting list will b	e places, places will es of the module wit be maintained and p	h a restricte
Langua Allocat 12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module	age of a tion of p ces. (1) S among a er of plac by lot as onal info pad ng cycle ed to in e appea	ssessment: German and laces Should the number of a all applicants irrespective ces will be allocated in they become available ormation e e e: each semester LPO I (examination reg	d/or English pplications exceed the ve of their subjects. (2 the same procedure. (e number of available) Places on all course 3) A waiting list will b	e places, places will es of the module wit be maintained and p	h a restricte
Langua Allocat 12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module	age of a tion of p ces. (1) S among a er of plac by lot as onal info oad ng cycle ed to in e appea	ssessment: German and laces Should the number of a all applicants irrespectiv ces will be allocated in they become available ormation e e e: each semester LPO I (examination reg rs in ee (1 major) Economath	d/or English pplications exceed the ve of their subjects. (2) the same procedure. (2) ulations for teaching-o ematics (2016)	e number of available) Places on all course 3) A waiting list will b	e places, places will es of the module wit be maintained and p	h a restricte
Langua Allocat 12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master	age of a tion of p ces. (1) S among a er of pla- by lot as onal info oad ng cycle ed to in e appea c's degree	ssessment: German and laces Should the number of a all applicants irrespectiv ces will be allocated in they become available ormation e e e e e e e te each semester LPO I (examination reg rs in ee (1 major) Economath ee (1 major) Business M	d/or English pplications exceed the ve of their subjects. (2) the same procedure. (2) ulations for teaching-o ematics (2016) anagement (2015)	e number of available) Places on all course 3) A waiting list will b degree programmes)	e places, places will es of the module wit be maintained and p	h a restricte
Langua Allocat 12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Teachin Referre Module Master Master Master	age of a tion of p ces. (1) S among a er of plac by lot as onal info oad ng cycle ed to in e appea c's degree c's degree	ssessment: German and places Should the number of a all applicants irrespectiv ces will be allocated in they become available ormation e e: each semester LPO I (examination reg rs in ee (1 major) Economath ee (1 major) Business M ee (1 major) China Busir	d/or English pplications exceed the ve of their subjects. (2) the same procedure. (ulations for teaching-o ematics (2016) anagement (2015) ness and Economics (2)	e number of available) Places on all course 3) A waiting list will b degree programmes)	e places, places will es of the module wit be maintained and p	h a restricte
Langua Allocat 12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Module Master Master Master Master	age of a tion of p ces. (1) S among a er of plac by lot as onal info oad ng cycle ed to in e appea r's degree r's degree r's degree	ssessment: German and places Should the number of a all applicants irrespective ces will be allocated in they become available ormation e e e e e e e e e e e e e e e e e e e	d/or English pplications exceed the ve of their subjects. (2) the same procedure. (2) the same procedure. (2) ulations for teaching-of ematics (2016) anagement (2015) ness and Economics (2) al Economic Policy (20)	e number of available) Places on all course 3) A waiting list will h degree programmes) :016) 15)	e places, places will es of the module wit be maintained and p	h a restricte
Langua Allocat 12 plac by lot a numbe cated b Additio Worklo 300 h Teachin Teachin Referre Master Master Master Master Master	age of a tion of p ces. (1) S among a er of pla- by lot as onal info oad ng cycle ed to in e appea r's degree r's degree r's degree	ssessment: German and laces Should the number of a all applicants irrespectiv ces will be allocated in they become available ormation e e e e e e e e e formation e e (1 major) Economath e e (1 major) Business M e e (1 major) Internation e (1 major) China Busin e e (1 major) China Lang	d/or English pplications exceed the ve of their subjects. (2) the same procedure. (2) ulations for teaching-o ematics (2016) anagement (2015) ness and Economics (20 al Economic Policy (20) uage and Economy (20)	e number of available) Places on all course 3) A waiting list will h degree programmes) :016) 15)	e places, places will es of the module wit be maintained and p	h a restricte
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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)

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	data record Master (120 ECTS) Management - 2022	

Module	title				Abbreviation	
Risk Management - Concepts and Systems			12-RM-KS-161-m01			
Module coordinator				Module offered by		
holder o Finance		Chair of Business Manage	ement and Corporate	Faculty of Managem	nent and Economics	
ECTS Method of grading Only after succ. compl. of module(s)						
5 numerical grade						
Duratio	n	Module level	Other prerequisites			
1 semes	ster	graduate				
Conten	ts					
ments o	of oppo stude	ortunity and risk manager	nent in industrial and	d commercial enterp	contents, methods and instru- rises. Systems: The course will Iformation systems for risk mana-	
Intende	d learr	ning outcomes				
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Allocati						
25 plac by lot a number	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-allo cated by lot as they become available.					
Additio	nal info	ormation				
Worklo	ad					
150 h						
Teachir	ig cycle	9				
Teachin	ig cycle	e: no courses offered				
Referre	d to in	LPO I (examination regu	lations for teaching-c	legree programmes)		
Module appears in						

Master's with 1 major Management (2022)

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

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	data record Master (120 ECTS) Management - 2022	