



Julius-Maximilians-

**UNIVERSITÄT
WÜRZBURG**

WI Wirtschafts-
WI wissenschaftliche
Fakultät

Faculty of Business Management and Economics

COURSE CATALOGUE for Students in Exchange Programmes

Dear international students,

The University of Würzburg offers all visiting international students the possibility of attending all courses in all our faculties and choosing from a wide range of lectures across our academic disciplines. In this brochure you will find the COURSE CATALOGUE offered in the English language at the Faculty of Business Management and Economics. For detailed timetable please see our website at:

www.wiwi.uni-wuerzburg.de/international/incoming/courses/

You might be also interested in the programme called Würzburg English Language Programme (WELP). This programme is addressed to students from all countries and disciplines who wish to augment their intercultural skills and to gain a better understanding of Germany as their host country. Further information:

www.phil.uni-wuerzburg.de/en/english-language-programme/

In order to welcome you and help you settle into life as an exchange student at our faculty, you are invited to attend an orientation session at the beginning of your stay here which takes place in the first two weeks of each semester. Attending the orientation days is an important step of getting acquainted with our structures and academic culture, thus attendance is considered essential.

We wish you an unforgettable time with us and look forward to assisting you during your stay at our Faculty.

– Faculty of Business Management and Economics

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Information Systems & Supply Chain Management



Supply Chain Competition

Responsible:

Professor Richard Pibernik, Chair of Logistics and Quantitative Methods

Contact:

richard.pibernik@uni-wuerzburg.de

Programme:

Master

Type:

Seminar

ECTS:

6 CP

Contents & Objectives:

The components of a value chain are traditionally seen and administered as separate entities: the operations manager tries to optimize processes in production and warehousing, the purchasing manager wants to minimize purchasing prices, the sales manager's efforts are aimed at maximizing revenue, while, hopefully, a supply chain manager tries to coordinate this complex array of tasks and incentives. However, current practices very often ignore how the decisions taken by these different managers may inadvertently impact the overall performance of a different "area" – value chains are complex systems, where changing the value of one variable affects the functioning of the whole system. A synergetic approach would thus be more effective, along with incentives promoting overall results as opposed to individual

performance. Today, many companies have realized the value of a better coordination of different functions and tasks in the Value Chain and have launched projects to change organizational structures and incentives to improve cross-functional alignment. In this context, practitioners often refer to a concept called integrated sales and operations management. Thanks to the business simulation "The Fresh Connection", the students will be assigned to the role of either purchasing, operations, supply chain or sales manager; as objective, they will be requested to improve the performance of "The Fresh Connection", a producer of fresh fruit juice, through a series of sequential decisions.

Prerequisites:

This is a capstone course that combines aspects of Purchasing, Logistics, Production & Supply Chain Management. Ideally, participants have attended a number of lectures in these fields.

Grading:

The final report of each group will be graded.

IT support in Supply Management (Part I): Optimized operational processes

Summer & Winter

Responsible:

Professor Ronald Bogaschewsky, Chair of Business Management and Industrial Management

Contact:

boga@uni-wuerzburg.de

Programme:

Master (Bachelor possible)

ECTS:

3 CP

Contents & Objectives:

The course 'IT support in Supply Management (Part I): Optimized operational processes' is offered as an eLearning course. The second part is offered separately as 'IT support in Supply Management (Part II): Strategic processes and tools'. Each part starts with the same introductory class that focuses on necessary fundamentals and proceeds with a set of lessons each (Module 1 for Part I; Module 2 for Part II).

Students have to register for the course via Virtuelle Hochschule Bayern (Virtual University of Bavaria); see instructions and link at: www.vhb.org/en. Further information and guidance will be provided via the virtual classroom at WueCampus after registration.

At the end of each lesson a set of control questions is provided. A sample exam is provided in the course room as well.

Prerequisites:

The course is part of the Master curriculum but can be easily understood by Bachelor students as well.

Grading:

40-minute final written exam

IT support in Supply Management (Part II): Strategic processes and tools

Summer & Winter

Responsible:

Professor Ronald Bogaschewsky, Chair of Business Management and Industrial Management

Contact:

boga@uni-wuerzburg.de

Programme:

Master (Bachelor possible)

ECTS:

3 CP

Contents & Objectives:

The course 'IT support in Supply Management (Part II): Strategic processes and tools' is offered as an eLearning course. The first part is offered separately as 'IT support in Supply Management (Part I): Optimized operational processes'. Each part starts with the same introductory class that focuses on necessary fundamentals and proceeds with a set of lessons each (Module 1 for Part I; Module 2 for Part II).

Students have to register for the course via Virtuelle Hochschule Bayern (Virtual University of Bavaria); see instructions and link at: www.vhb.org/en. Further information and guidance will be provided via the virtual classroom at WueCampus after registration.

At the end of each lesson a set of control questions is provided. A sample exam is provided in the course room as well.

Prerequisites:

The course is part of the Master curriculum but can be easily understood by Bachelor students as well.

Grading:

40-minute final written exam

Logistics & Supply Chain Management

Responsible:

Professor Richard Pibernik, Chair of Logistics and Quantitative Methods

Contact:

richard.pibernik@uni-wuerzburg.de

Programme:

Master

Type:

Seminar

ECTS:

10 CP

Contents & Objectives:

Quantitative planning approaches are particularly valuable for designing logistics systems and supply chains.

They support decision makers in taking important strategic, tactical, and operational decisions by providing well-founded and relevant information. Many of these decisions have significant impact on the competitiveness of companies because they considerably influence today's as well as tomorrow's costs and revenues. The adoption of quantitative planning methods has been strongly supported by the development of information and communication systems: Advanced tools are available at low costs, versatile methods to model and solve planning problems have been integrated in standard software, the user friendliness has improved,

and last but not least: the access to necessary data has substantially progressed (i.e. through ERP systems).

The main objective of this seminar is to familiarize participants with diverse quantitative planning problems and potential solutions. Planning techniques are applied to solve real problems in companies. Participants in this seminar learn about actual planning problems in Logistics and Supply Chain Management; they analyze and understand how companies address these problems.

Prerequisites:

Participants should have attended lectures in Logistics & Supply Chain Management and should have a good working knowledge of basic quantitative methods.

Grading:

A weighted average of the grade for the seminar paper (weight: 2/3) and the final presentation (weight: 1/3).

Advanced Operations & Logistics Management

Responsible:

Professor Richard Pibernik, Chair of Logistics and Quantitative Methods

Contact:

richard.pibernik@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

This lecture equips students with important, relevant practical methods and tools in Operations/Logistics Management. The understanding and application of modern analytical approaches used by manufacturing and service companies is the core of this lecture. Particular concentration is placed on matching supply with demand in a volatile environment.

Among others, the following topics are discussed: Forecasting, Inventory & Capacity Management under uncertainty, Revenue Management, Integrated Sales & Operations Planning. Analytical approaches are illustrated, based on planning problems in practice and their understanding is deepened with case studies, simulations, etc. Moreover, specific management problems in applying these approaches are examined.

Prerequisites:

The course is designed for students in the Master's programme with a basic knowledge of production and logistics and working knowledge in quantitative methods and statistics. International exchange students from Bachelor programmes may attend this course if they have good quantitative skills and some background in production and logistics.

Grading:

60-minute final written exam + optional bonus assignment

Logistics & Supply Chain Management – Spreadsheet Modelling

Responsible:

Professor Richard Pibernik, Chair of Logistics and Quantitative Methods

Contact:

richard.pibernik@uni-wuerzburg.de

Programme:

Bachelor

Type:

Seminar

ECTS:

6 CP

Contents & Objectives:

In many complex business situations, good decision making require some form of quantitative analysis. Oftentimes it is important (and sufficient) to be able to quickly develop and employ rather simple models to gain helpful insights and decision support. A widely available and commonly used tool for developing and employing such models is spreadsheet software, such as Microsoft™ Excel®.

In this seminar students learn to (1) structure relevant decision problems, (2) build a mathematical model, (3) implement it with the help of Microsoft™ Excel® and (4) interpret the results. In the kick off session, we will introduce to the general structure of the seminar, the grading scheme and expectations on the seminar report. In the following self-

study period, students will be provided with all relevant material to acquire the necessary Microsoft™ Excel® skills that are required for working on subsequent tasks. Students must prove their skills in a small online assignment, which has to be passed in order to further participate in the seminar. The assignment will count 20% of the final grade.

In the Intermediate workshop we introduce basic modeling techniques and the Microsoft™ Excel® Solver plug-in as a tool to solve optimization problems. We conclude the workshop with an introduction to Supply Chain Management related case studies, on which students will work in groups. Each group will present their solution and discuss their results at the final workshop.

Prerequisites:

The course is designed for Bachelor students with a basic knowledge of production and logistics and working knowledge in quantitative methods. The seminar is suitable for both Excel beginners and advanced users.

Grading:

Online Assignment (20%), Seminar paper (40%), Implementation (20%) and Presentation (20%)

Strategic Management of Global Supply Chains

Responsible:

Professor Richard Pibernik, Chair of Logistics and Quantitative Methods

Contact:

richard.pibernik@uni-wuerzburg.de

Programme:

Master

Type:

Lecture (block course)

ECTS:

6 CP

Contents & Objectives:

Large-scale as well as medium-sized companies have progressively globalized their value creation activities over the past years. They operate in global markets – both in procuring goods and services as well as in dealing with customers. At the same time, many companies have outsourced fundamental parts of their value creation to partners (i.e. suppliers, logistics service providers, etc.). In order to decrease production and procurement costs, outsourcing partners have been chosen in low-cost countries (so-called low cost country sourcing). Companies are faced with the problem of designing

and coordinating the best possible strategies for global value networks (global supply chains). In this lecture, important theoretical and practical issues in strategic management of global supply chains are addressed.

Students are required to independently prepare theoretical (partially quantitative-analytical) approaches and concepts. Students intensify their knowledge and partially develop theoretical concepts through case studies.

Prerequisites:

This course is designed for students in Master's degrees who do not intend to specialize in Logistics & SCM, but who do want to obtain a good understanding of global manufacturing and global supply chains. Therefore, the course has no specific prerequisites apart from basic analytical and statistical skills.

Grading:

60-minute final written exam

Strategic & Innovation Management

Responsible:

Professor Sascha Walter, Chair of Entrepreneurship and Strategy

Contact:

sascha.walter@uni-wuerzburg.de

Programme:

Bachelor

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

The tremendous technological and market dynamics of our times require firms to develop smart strategies for their businesses and technologies. This theory-led and practice-oriented module provides you with essential knowledge in the areas of strategic management and innovation management. On successful completion of this module you will be able to understand, develop and evaluate strategies in various areas, while choosing the adequate conceptual approach.

Our topics will be strategic management (strategic analysis, business & corporate strategy, strategy implementation, internationalization, corporate governance, corporate social responsibility) and innovation management (sources of technology & innovation, developing & introducing new products & services, technology & innovation strategy and organisational change).

Prerequisites:

None

Grading:

60-minute final written exam

Managerial Analytics & Decision Making

Responsible:

Professor Richard Pibernik, Chair of Logistics and Quantitative Methods

Contact:

richard.pibernik@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

The daily working life of a manager naturally involves taking a large number of decisions, with varying amounts of importance, complexity and availability of supporting data. This course will initially cover concepts and methods to structure managerial decisions in a coherent fashion and to deal with multiple objectives. Thereupon, the concepts of risk, uncertainty, and managers' risk attitudes will be introduced, along with modeling via Monte Carlo Simulation and scenario analysis. The framework will then be extended to groups of interacting subjects, both with common and contrasting objectives. Finally, in order to link theory with practice, models and methods will be applied to a variety of different case studies from different business domains.

After successfully completing the course, students should be able to:

- Understand and apply the principles of rational decision making in a business context.
- Apply advanced decision support methods (such as decision trees, Monte Carlo simulations, scenario analysis) to analyze and structure strategic business decisions.
- Recognize common pitfalls in daily business decisions resulting from heuristics and biases in order to avoid their negative consequences.

Prerequisites:

The course is designed for students in Master's degree with working knowledge in quantitative methods and statistics. A background in Logistics & Supply Chain Management is not required. International exchange students from Bachelor programmes may attend this course if they have good quantitative skills.

Grading:

60-minute final written exam + optional bonus assignment

Real-time Process Analytics

Responsible:

Junior Professor Christian Janiesch, Information Management

Contact:

christian.janiesch@uni-wuerzburg.de

Programme:

Master

ECTS:

6 CP

Contents & Objectives:

The course teaches advanced approaches to process analytics. Students will learn to model and measure processes and process execution based on past and present data.

After successfully completing the course, students should be able to:

- Understand process modeling and process execution in an SOA.
- OLAP analysis in a process warehouse.
- Business Rules for BPM.

- Complex Event Processing
- Event-driven BPM using CEP and Business Rules

The CEP part of the course loosely builds on top of the “Event Processing in Action” by Etzion and Niblett.

Prerequisites:

The course is designed for Master students with an interest in BPM and business/process analytics.

Grading:

60-minute final written exam

Global Logistics & Supply Chain Management

Responsible:

Professor Richard Pibernik, Chair of Logistics and Quantitative Methods

Contact:

richard.pibernik@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

Large-scale enterprises as well as medium-sized firms have increasingly globalized their value creation activities over the past few years. They operate in global markets – with regard to procurement and production as well as in relation to their customers, who are supplied by global distribution systems. Therefore companies need to optimally design and coordinate their globally distributed value creation activities (particularly production and logistics). This lecture provides insight in important planning techniques, which support firms in solving these challenges. The focus lies in understanding and applying modern analytical approaches, which are utilized in business practice by industrial, commercial, and

logistics companies and which are oftentimes applied by modern planning software.

The following topics will be addressed: Strategic Network Design, Distribution Network Design, Coordination Under Uncertainty, and Transportation Network Design and Planning. The analytical approaches will be illustrated using practical planning problems and enhanced with case studies, simulations, etc. In addition, specific challenges, faced by management in applying these techniques, will be discussed.

Prerequisites:

The course is designed for students in Master's degree with a basic knowledge of production and logistics and working knowledge in quantitative methods. International exchange students from Bachelor programmes may attend this course if they have good quantitative skills and some background in production and logistics.

Grading:

60-minute final written exam + optional bonus assignment

Theoretical & Applied Economics



Selected Topics in Industrial Economics

Responsible:

Junior Professor Xingyi Liu, Competition Policy

Contact:

xingyi.liu@uni-wuerzburg.de

Programme:

Master/Bachelor

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

Depending on the semester, a class will be offered for example that deals with economics of innovation, behavioral models in industrial organization etc. The exact content of the class as well as whether it will be offered will be announced.

Prerequisites:

None

Grading:

–

Seminar in Industrial Economics

Responsible:

Junior Prof. Xingyi Liu, Competition Policy and Prof. Toker Doganoglu, Chair of Industrial Economics

Contact:

toker.doganoglu@uni-wuerzburg.de
xingyi.liu@uni-wuerzburg.de

Programme:

Master/Bachelor

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

The chair for industrial economics offers each semester to write a term paper in a topic related to industrial economics both at Bachelor or Master's level.

Prerequisites:

None

Grading:

–

Economic Geography

Responsible:

Professor Michael Pflüger, Chair of International Economics

Contact:

michael.pflueger@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

The course covers the determinants of economic activity in space: basics of urban and regional economics; the origins of the new economic geography and model tools involving mobile labour and mobile capital; applications to trade, tax and regional policy issues are studied, and the empirics of agglomeration and trade are covered.

Students acquire knowledge of the forces which determine the allocation of economic activity in space and they learn to apply fundamental models of agglomeration to understand and analyze policy issues involving trade, taxation and regional policy questions both analytically and in an economic intuitive way.

Prerequisites:

Sound knowledge of basic microeconomic concepts; familiarity with intermediate international economics.

Grading:

60-minute final written exam

(Applied) Regional and Urban Economics

Responsible:

Junior Professor Wolfgang Dauth, Empirical Regional and International Economics

Contact:

wolfgang.dauth@uni-wuerzburg.de

Programme:

Bachelor

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

Many basic economic theories do not consider the physical distance between households and/or firms. Yet, distance matters! The fact that moving goods, people and ideas shaped the world we live in and continues to do so even when costs for transport and communication decline. Today, more than half of all humans live in dense cities and by 2050 this share will rise to 2/3.

The aim of this course is to develop an economic understanding on why cities exist, how they developed and how they work. During the lecture, we will introduce theories on the most relevant topics in urban economics in a non-technical but rigorous way. Students learn how to explain facts that we observe in reality by using rigorous economic reasoning: Why are

high-rises located in the center of the city? Why does population density vary between cities of the same size? Why do crime rates vary across neighborhoods? This knowledge will be then applied to discuss real-world policies such as zoning restriction, traffic tolls, housing subsidies or place based policies.

The complementary tutorial will intensify the theoretical knowledge by solving numerical exercises and discussing empirical studies.

Prerequisites:

Students should have an interest and basic knowledge in microeconomics.

Grading:

60-minute final written exam

Business Strategy for Information and Network Industries

Responsible:

Professor Toker Doganoglu, Chair of Industrial Economics

Contact:

toker.doganoglu@uni-wuerzburg.de

Programme:

Bachelor

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

After successful completion of this class, students should be familiar with issues arising in many of the increasingly important hi-tech industries. They will be able to comment on emerging selling mechanisms for books, music and video. They will be able to explain the underlying logic for observed pricing patterns for software products, social media sites and the services found in the so called sharing economy, such as Uber and

AirBnB. They will not only be able to understand observed behavior in information goods, industries which exhibit network effects and platform markets but will be able argue for new strategies in light of the specific features a market/product may exhibit.

Prerequisites:

Students taking this class should be familiar with basic concepts in Microeconomics and Game Theory. This background is provided in the courses “Strategie und Wettbewerb I” and Mikroökonomik I and II. It would be ideal if they also have taken a class in Industrial Organization but not a must.

Grading:

60-minute final written exam

Competition Policy

Responsible:

Junior Prof. Xingyi Liu, Competition Policy and Prof. Toker Doganoglu, Chair of Industrial Economics

Contact:

toker.doganoglu@uni-wuerzburg.de
xingyi.liu@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

After successful completion of this class, the students should be familiar with main issues that arise in the implementation of competition law. For each type of issue, they will become familiar with basic economic models and methods which inform decisions of competition authorities and courts. Based on in class case studies, they will learn about the famous cases in Europe which underlie the current practice in the implementation of competition laws in Europe. In practical situations, they will be in a

position to identify relevant economic theories, and together with the data of the problem at hand, they will be able develop policy suggestions. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possible extensions.

Prerequisites:

Students taking this class should be familiar with basic concepts in Microeconomics and Game Theory. This background is provided in the courses “Strategie und Wettbewerb I” and Mikroökonomik I and II. It would be ideal if they also have taken a class in Industrial Organization.

Grading:

Take-Home-Exam

Introduction to Industrial Organization

Responsible:

Professor Toker Doganoglu, Chair of Industrial Economics

Contact:

toker.doganoglu@uni-wuerzburg.de

Programme:

Bachelor

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

The purpose of this course is to provide an introduction to the main concepts and analytical tools of the theory of industrial organization. Industrial organization studies how firms interact and compete with each other in the market. The focus is predominantly on markets characterized by imperfect competition, i.e. markets where firms can exercise market power. Students who complete this course will be able to comprehend

and use simple game theoretic models of oligopoly competition. By using these models, they will be able to understand and suggest managerial policies. They will be able to comment on governmental remedies in case of market failure within the context of the existing competition laws.

Prerequisites:

Students taking this class should be familiar with basic concepts in Microeconomics and Game Theory. This background is provided in the courses “Strategie und Wettbewerb I” and “Mikroökonomik II”.

Grading:

60-minute final written exam

European Public Finance

Responsible:

Professor Hans Fehr, Chair of Public Finance

Contact:

hans.fehr@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

The course aims at introducing the main issues in European Public Finance. The students will become familiar with the current state of the public finances of the European Union and their development over time. They will learn through simple economic models the effect of different policies on the European finances. For example, they will be able to

analyze the effects of agricultural policy on the welfare of the economy. The course will be based on Prof. Fehr's lecture notes available in English as well as references available in the lecture notes.

Prerequisites:

Students that attend this course should have some basic knowledge in microeconomic theory.

Grading:

60-minute final written exam

Advanced Labor Economics

Responsible:

Professor Christina Felfe de Ormeno, Chair of Labour Economics

Contact:

christina.felfe@uni-wuerzburg.de

Programme:

Master

Type:

Seminar

ECTS:

6 CP

Contents & Objectives:

This course gives an overview of the field of Labor Economics. Its aim is to acquaint students with traditional topics in labor economics and to encourage the development of research interest in this field. The course covers both theoretical models as well as empirical applications. Solid basic background in microeconomics and econometrics is required. During the lectures, students will be introduced to the theoretical

concepts of the topics listed below. During the tutorials, students will be familiarized empirical applications related to the different topics. This allows students to get a deeper understanding of particular issues, and to give them the opportunity to get acquainted with current research topics and results, and discuss them.

Prerequisites:

Solid basic background in microeconomics and econometrics is required.

Grading:

60-minute final written exam

Public Policy

Responsible:

Professor Christina Felfe de Ormeno, Chair of Labour Economics

Contact:

christina.felfe@uni-wuerzburg.de

Programme:

Bachelor

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

This course provides an introduction into public economics/finance. Public finance studies the role of the government in the economy. It basically answers four questions: When should the government intervene? How might the government intervene? What is the effect of those interventions? Why do governments choose to intervene in the way that they do?

The aim of the course is to provide students with an understanding of the public policy making process of the government and to endow them

with the necessary skills to judge about and/or design public policies. Students will learn the core theoretical models of public economics as well as modern empirical methods of public finance. The focus will not lie on the theoretical details, but rather on the beauty of the different methods to provide answers to public policy questions.

Prerequisites:

Basic knowledge in microeconomics and econometrics.

Grading:

60-minute final written exam

Challenges of China's Economic Rise

Responsible:

Professor Doris Fischer, Chair of China Business and Economics

Contact:

doris.fischer@uni-wuerzburg.de

Programme:

Bachelor

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

Over the last 30 years China has experienced an unprecedented economic growth period. This economic success is awesome and challenging at the same time. Within this seminar, we look at a selection of challenges resulting from China's economic rise. We look into challenges arising within China, but also into selected international ones. We approach the challenges by first looking at how they have been discussed in Western media. Starting from there we look 'behind the curtain' to analyse the

topics and debates more in-depth in the context of China's economic rise and relevant economic theories. To attend this class you do not need ex ante knowledge about China. You should, however, be willing to read texts, also academic texts, in English language. Apart from reading, participants of the seminar are expected to prepare inputs for the seminar and to participate in class discussion. The seminar ends with a written exam.

Prerequisites:

None

Grading:

60-minute final written exam

Regulation and Deregulation

Responsible:

Firat Inceoglu, Chair of Industrial Economics

Contact:

firat.inceoglu@uni-wuerzburg.de

Programme:

Bachelor

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

The aim of this course is to provide the students with an understanding of the economic analysis that underpins competition policy and regulatory policy towards network utilities and to provide them with some institutional background. Upon successful completion of this module the students will:

- Acquire an understanding of the underlying reasons why some markets cannot be made competitive.
- Acquire a knowledge of the economic principles that lie behind the

application of competition policy and utility regulation.

- Develop an understanding of the ways in which economic analysis can positively inform competition policy and utility regulation, and the limitations of economic analysis in this context.
- Learn from the practical experiences of market regulation and deregulation of the last 20-30 years.

Prerequisites:

Students taking this class should be familiar with basic concepts in Microeconomics as provided in the course “Mikroökonomik II”.

Grading:

60-minute final written exam

DSGE Modelling

Responsible:

Assistant Professor Eric Mayer, Monetary Policy and International Economics

Contact:

eric.mayer@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

The course offers a primer into advanced business cycle analysis. The focus lies in understanding and applying modern analytical approaches, in particular Dynamic Stochastic General Equilibrium Models (DSGE), which are utilized in central banks and other international institutions, e.g., European Commission and International Monetary Fund (IMF).

The following topics will be addressed: Micro founded approach to analyze key determinants of the business cycle; Households consumption, labor

and savings decisions and firm's labor; capital demand and pricing decisions; Design of monetary policy: Simple rules versus optimal discretion. The analytical approaches will be evaluated in depth with case studies and simulations implemented with Dynare. In addition, specific topics that extend the basic framework, will be discussed.

Prerequisites:

The course is designed for students in the Master's programme with a basic knowledge of macroeconomics and basic working knowledge in quantitative methods. International exchange students from Bachelor programmes may attend this course if they have good quantitative skills and some background in macroeconomics.

Grading:

60-minute final written exam + optional bonus assignment

Advanced Macroeconomics

Responsible:

Professor Michael Pflüger, Chair of International Economics

Contact:

michael.pflueger@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

The course covers long-run aspects of macroeconomics. We start with a review of the facts of long-run growth and a review of the Solow-growth model. The lecture then focuses on the infinite-horizon Ramsey-Cass-Koopmans model and on endogenous growth theory. Applications of this framework involving urban and regional growth and growth, resources and the environment will be taken up, time permitting.

Students acquire a working knowledge of the key models and analytical tools of advanced macroeconomics. This enables them to identify the key forces that specify the determinants of income levels and growth rates of incomes, to make informed policy analysis and statements, and to critically evaluate current controversies and developments, as well as to conduct their own research.

Prerequisites:

Sound knowledge of basic macroeconomic and microeconomic concepts.

Grading:

60-minute final written exam

Empirical International and Regional Economics

Responsible:

Junior Professor Wolfgang Dauth, Empirical Regional and International Economics

Contact:

wolfgang.dauth@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

This course focuses on the empirical analysis of current topics in international and regional economics. After reviewing some theoretical background and empirical methods, students learn to comprehend empirical studies, recognize possible pitfalls and conduct their own analyses using statistical software packages and authentic datasets. A strong focus is put on the identification of causal effects. Students should already have basic knowledge in econometric analysis and international trade theory.

The lecture starts with a revision of basic empirical methods. The first application is to analyse if and why (and to what magnitude) firms benefit from being located in agglomerations such as the Silicon Valley. Next,

we analyse the role of firms in international trade. What distinguishes exporters from non-exporters and are employees of exporters better off? Returning to a regional perspective, we then discuss several recent research papers on the adjustment of local labor markets to increasing trade with China and Eastern Europe.

In a complementary lab tutorial (Übung) students learn to conduct empirical analyses by themselves. In hands-on exercises, they first practice how to obtain and prepare datasets and how to use summary statistics to find general patterns in the data. We then apply our theoretical knowledge from the lecture to devise empirical strategies and to interpret our results.

Prerequisites:

Students should have an interest and basic knowledge in international economics and applied empirical methods.

Grading:

Take-home-exam during the last week of the lecture time.

Introduction to Game Theory – (Strategie und Wettbewerb I)

Responsible:

Professor Toker Doganoglu, Chair of Industrial Economics

Contact:

toker.doganoglu@uni-wuerzburg.de

Programme:

Bachelor

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

Students which complete this course will be able to:

- Explain different equilibrium concepts (Nash equilibrium, subgame perfect equilibrium, bayesian equilibrium, perfect bayesian equilibrium).
- Explain for which kind of strategic situation each of these equilibrium concepts were developed.
- Apply these concepts to simple realistic strategic situations.
- Choose the appropriate equilibrium concept which fits best to a given strategic situation.

Prerequisites:

None

Grading:

60-minute final written exam

Theory of Industrial Organization I

Responsible:

Professor Toker Doganoglu, Chair of Industrial Economics

Contact:

toker.doganoglu@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

Students which complete this class will acquire a working knowledge of theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools such as dynamic competition models and auction theory for studying

interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of approach, summarize and comment on these papers and suggest possible extensions.

Prerequisites:

Students taking this class should be familiar with basic concepts in Microeconomics and Game Theory. This background is provided in the courses “Strategie und Wettbewerb I” and Mikroökonomik I and II. It would be ideal if they also have taken a class in Industrial Organization.

Grading:

Take-Home-Exam

Strategy and Competition

Responsible:

Professor Toker Doganoglu, Chair of Industrial Economics

Contact:

toker.doganoglu@uni-wuerzburg.de

Programme:

Bachelor

Type:

Seminar

ECTS:

6 CP

Contents & Objectives:

Students enrolled in this seminar are expected to provide an extensive economic analysis of a topic. The analysis should contain but be not limited to the detailed description of the economic phenomenon, an investigation of the relevant models of economic theory and how they apply to this topic, and own personal contribution either in the form of a simple empirical study and/or an overview of findings.

It is desirable that the students come up with their own topic suggestions. However, the teaching staff will help the students in finding or refining

their topics. Additionally, students will get continuous feedback during weekly meetings with the teaching staff.

Please see the website of the chair of Industrial Economics to see a list of previously assigned/chosen topics.

Weekly meetings to discuss the choice of topic, literature search, progress. There will be a short presentation at the end of the semester.

Prerequisites:

Students taking this class should be familiar with basic concepts in Microeconomics and Game Theory. This background is provided in the courses “Strategie und Wettbewerb I” and “Mikroökonomik II”.

Grading:

Term paper (2/3), presentation (1/3)

Strategic Decisions and Competition

Responsible:

Professor Toker Doganoglu, Chair of Industrial Economics

Contact:

toker.doganoglu@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

After successful completion of this class, the students should be familiar with industrial organization models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models of competition. They will become familiar with a wide variety of pricing

strategies and market segmentation methods as well as non-price strategies firms may use. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.

Prerequisites:

Students taking this class should be familiar with basic concepts in Microeconomics and Game Theory. This background is provided in the courses “Strategie und Wettbewerb I” and “Mikroökonomik II”.

Grading:

TBA

Optimal Taxation

Responsible:

Professor Hans Fehr, Chair of Public Finance

Contact:

hans.fehr@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

The course deals with the design of an optimal tax system. The students will learn what the criteria are to be met for a tax system to be optimal. Lectures will provide key rules for taxing commodities as well as income and capital. These rules will be further studied by examining specific taxation issues such as the Eco-tax or Gender-based taxation.

The course will be based on Prof. Fehr's lecture notes available in German (English notes will also become available) as well as Sørensen (2010). For further reference students can consult both Kaplow (2010) and Gruber (2010) .

Prerequisites:

Students that attend this course should have some basic knowledge in microeconomic theory.

Grading:

60-minute final written exam

Labor Economics

Responsible:

Professor Christina Felfe de Ormeno, Chair of Labour Economics

Contact:

christina.felfe@uni-wuerzburg.de

Programme:

Bachelor

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

This course provides an introduction into modern labor economics. Participants will familiarize with the core theoretical models of modern labor economics and the basic methods of modern empirical labor economics. The course will be divided into two parts: the lecture where the theory is taught as well as the exercise class which are „hands on“ sessions (all together to allow each to students work on a PC) in order to be able to conduct an empirical economic analysis.

The empirical part will start with an introduction to empirical economic analysis, continue with a representation of one the most popular

statistical softwares for empirical economic analysis (STATA) and then go on to familiarize the students with the main empirical methods used in modern labor economics (e.g. multivariate regression analysis, difference-in-differences analysis, regression discontinuity design, experimental approach). This will be taught using well published papers dealing with questions strongly tied to the topics taught during the lectures. The focus will not lie on the econometric theory but rather on the beauty of these methods to provide answers to policy questions.

Prerequisites:

Basic knowledge in microeconomics and econometrics is desirable.

Grading:

60-minute final written exam which will contain questions on the theoretical part and empirical part.

Topics in Migration Economics

Responsible:

Professor Christina Felfe de Ormeno, Chair of Labour Economics

Contact:

christina.felfe@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

This course gives an overview of the field of Labor Economics. Its aim is to acquaint students with traditional topics in labor economics and to encourage the development of research interest in this field. The course covers both theoretical models as well as empirical applications. Solid basic background in microeconomics and econometrics is required. During the lectures, students will be introduced to the theoretical

concepts of the topics listed below. During the tutorials, students will be familiarized empirical applications related to the different topics. This allows students to get a deeper understanding of particular issues, and to give them the opportunity to get acquainted with current research topics and results, and discuss them.

Prerequisites:

Students should be familiar with basic microeconomics and econometrics.

Grading:

Grading will be based on a presentation (30%) and a term paper (70%) on a selected topic in migration economics.

International Trade and the Multinational Firm

Responsible:

Professor Michael Pflüger, Chair of International Economics

Contact:

michael.pflueger@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

The course starts out with newest developments concerning theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms.

The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns

in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening of the international division of labor, in particular the repercussions of the global economy on national economies.

Prerequisites:

Sound knowledge of basic microeconomic concepts; familiarity with intermediate international economics.

Grading:

60-minute final written exam

Quantitative Methods



Computer Lab in Regression Analysis

Responsible:

Professor Martin Kukuk, Chair of Econometrics

Contact:

martin.kukuk@uni-wuerzburg.de

Programme:

Bachelor

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

This course considers different distributions, their characteristics, simulation experiments, as well as the linear regression model. The software used are Excel and Gretl.

The course starts by reviewing different distributions, generating samples of these, and estimating and interpreting the descriptive statistics using Excel. At the end of this chapter, after the students are familiar with the Excel commands, a simulation experiment is elaborated.

The second part of the course deals with the linear regression model and its application to some empirical data sets. The students are introduced to empirical studies and to the freeware programme Gretl.

At the end of the course an overview is given of possible problems with empirical specifications in the context of the linear regression model. The students are able to estimate a linear regression using Gretl or Excel, interpret the results, and be aware of possible shortcomings in the data.

Prerequisites:

Students attending this course should know about basic statistics.

Grading:

60-minute final written exam

Computational Economics

Responsible:

Professor Hans Fehr, Chair of Public Finance

Contact:

hans.fehr@uni-wuerzburg.de

Programme:

Bachelor

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

This course introduces the numerical implementation of economic models. Students will first learn to programme in FORTRAN and to apply numerical methods for solving equation systems and integrals. Then these methods are used in three areas: tax policy analysis with static general equilibrium models, portfolio choice analysis and option pricing, life-cycle decision making and overlapping generation models.

The teaching sequence is divided into five units: In the first unit, students will learn how to programme in FORTRAN and acquire some basic skills in applying numerical methods. FORTRAN is a free, fast and easy to learn programming language that is used quite frequently in modern quantitative macroeconomic research. Unit 2 will be concerned with

solution techniques to solve linear and nonlinear equation systems, optimization problems and numerical integration. Unit 3 will develop a simple static general equilibrium model in order to discuss the command optimum and the equilibrium in a market economy. In addition we will also introduce the public sector and simulate various tax policies. Unit 4 will deal with two topics in finance. Given time series data on stock return we compute minimum variance portfolios with alternative approaches. In addition we introduce a specific process for the future realization of the stock price and compute the resulting option prices applying the Black-Scholes formula and Monte-Carlo methods. The last unit will introduce the life-cycle model of intertemporal choice which will be used to discuss optimal consumption plans without and with uncertain labor income.

Prerequisites:

Basic knowledge in microeconomic and macroeconomic theory. It is not required to already have programming skills. Yet, students should know how to use a computer. They should bring along the willingness to learn programming.

Grading:

Three graded assignments which are solved in groups during the semester.

Computational Economics – Advanced Level

Responsible:

Professor Hans Fehr, Chair of Public Finance

Contact:

hans.fehr@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

This course provides students with state of the art techniques for quantitative macroeconomic research. They will learn the most prominent models in this field and familiarize with the relevant literature. Ideally at the end of the course, they will be able to develop their own ideas and conduct their own policy analysis using the techniques acquired.

The course will consist of a series of lectures and exercise classes. The teaching sequence is divided into three parts:

In the first part, students will review programming in FORTRAN and applying numerical methods. Note that it is expected here that students have already some programming skills. The second part will be concerned with solution techniques to dynamic programming problems and will introduce the basics of the Ramsey model and the Heterogeneous agent model. In the last part focusses on reliable policy analysis in the stochastic overlapping generations (OLG) model and discusses recent literature that applies this model to analyze public policy reforms.

Prerequisites:

Students that attend this course should know about basic macroeconomics. Knowledge of heterogeneous agent models will be helpful. As already said, some programming skills are required for this course. The BA course “Computational Economics” would be perfect, but also some background in Matlab programming is fine. In addition, they should bring along a strong willingness to specialize in programming (which implies that they will programme a lot themselves).

Grading:

Three graded assignments which are solved in groups during the semester.

Econometrics

Responsible:

Professor Martin Kukuk, Chair of Econometrics

Contact:

martin.kukuk@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

This course provides students with the basic econometric concept of the ordinary least squares (OLS) regression. They learn the basic methodology and various applications. At the end of the course, they should be able to use regression analysis in a meaningful way to help answer scientific questions of their own interest. The course consists of a series of weekly lectures and additional exercise classes that take place on a two-week basis. The lesson plan is divided into three main parts. The course starts with an introduction and a review of some basic statistical concepts such as random variables and moments, important uni- and multivariate distributions, point estimators, and hypothesis testing. The second part focuses on the simple linear regression model. In particular, the model assumptions and the LS- Estimators are derived. After taking a closer look

at the residuals of the regression and the goodness of fit of the model, the properties of the estimators are discussed and the concept of forecasts is introduced, before the students are taught how to conduct statistical inference with the help of confidence intervals and simple hypothesis testing. In the last part the multiple linear regression model is introduced. Initially, the simple model is considered as a special case of the multiple regression model and the students are familiarized with matrix notation. The rest of the course deals with estimation with linear restrictions imposed as well as topics such as dummy variables, interaction terms, and non-linearities in the variables. Finally, some important test distributions such as the chi-squared and the F-distribution are formally derived in order to be able to verify simple and multiple linear restrictions.

Prerequisites:

Students attending this course should know about basic statistics.

Grading:

60-minute final written exam

Managerial Analytics & Decision Making

Responsible:

Professor Richard Pibernik, Chair of Logistics and Quantitative Methods

Contact:

richard.pibernik@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

The daily working life of a manager naturally involves taking a large number of decisions, with varying amounts of importance, complexity and availability of supporting data. This course will initially cover concepts and methods to structure managerial decisions in a coherent fashion and to deal with multiple objectives. Thereupon, the concepts of risk, uncertainty, and managers' risk attitudes will be introduced, along with modeling via Monte Carlo Simulation and scenario analysis. The framework will then be extended to groups of interacting subjects, both with common and contrasting objectives. Finally, in order to link theory with practice, models and methods will be applied to a variety of different case studies from different business domains.

After successfully completing the course, students should be able to:

- Understand and apply the principles of rational decision making in a business context.
- Apply advanced decision support methods (such as decision trees, Monte Carlo simulations, scenario analysis) to analyze and structure strategic business decisions.
- Recognize common pitfalls in daily business decisions resulting from heuristics and biases in order to avoid their negative consequences.

Prerequisites:

The course is designed for students in the Master's programme with working knowledge in quantitative methods and statistics. A background in Logistics & Supply Chain Management is not required. International exchange students from Bachelor programmes may attend this course if they have good quantitative skills.

Grading:

60-minute final written exam + optional bonus assignment

Decision Support Systems

Responsible:

Professor Christoph M. Flath, Chair of Information Management

Contact:

christoph.flath@uni-wuerzburg.de

Programme:

Master

ECTS:

6 CP

Contents & Objectives:

The course teaches advanced approaches for modeling and solving decision problems in business settings. These insights are leveraged to design and implement decision support systems using standard software tools.

After successfully completing the course, students should be able to:

- Understand the structure of classic business decision problems.
- Isolate key elements from general problem descriptions and convert them to quantitative decision models.

- Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic).
- Implement spreadsheet-based decision support systems.

The course loosely builds on top of the “Managerial Decision Modeling” by Cliff T. Ragsdale. Additional sources include “Stochastic Programming” by Birge and Louvreaux as well as “Mathematical Applications for the Management, Life, and Social Sciences” by Harshbarger and Reynolds.

Prerequisites:

The course is designed for Master students with a working knowledge in quantitative methods.

Grading:

60-minute final written exam

Strategic Management, Organisation & Marketing



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Communication in Business and Economics

Responsible:

Professor Kim Otto, Chair of Economic Journalism

Contact:

kim.otto@uni-wuerzburg.de

Programme:

Master

ECTS:

6 CP

Contents & Objectives:

The lecture „Communication in Business and Economics“ starts with naming the most relevant communication and discusses theoretical PR Models. We will discuss the profit of communication for companies, economy and scientific community. To sharpen the term PR, the students will learn about the fundamental differences between journalism and PR

on the one hand, and the basic instruments, goals and methods that define PR on the other hand. This includes preparation and execution of a press talk, conferences, campaigns and events who will be systematically described. We will also set them into relation with the central aspects, that define Corporate Communications.

Prerequisites:

None

Grading:

60-minute final written exam

International Marketing Strategy Simulation

Responsible:

Associate Professor Christina Sichtmann, University of Vienna

Contact:

christina.sichtmann@univie.ac.at

Programme:

Master

Type:

Seminar

ECTS:

6 CP

Contents & Objectives:

The objective of this simulation course is to develop hands-on skills of how to make international marketing decisions. Emphasis is put on the computer simulation game Country Manager which focuses on the managerial issues arising when companies plan and execute market entry into new countries. This exercise allows students to experience the challenges pertaining to corresponding decisions by playing the role of a responsible manager for a major consumer products company.

Students have to decide on the countries to enter, the mode of entry, the segments to target, and every aspect of the marketing mix (price, promotion, place and product) and will get immediate feedback on the consequences of their actions. After completion of the course, participants should have gained a broad appreciation of critical decisions in international marketing.

Prerequisites:

Students taking this course must have already successfully completed an introductory Marketing course offered at Master level. Exchange students must have successfully completed an equivalent course at their home university.

Grading:

TBA

Cross-Cultural Management I

Responsible:

Philo Holland, Business Management and Industrial Management

Contact:

philo.holland@uni-wuerzburg.de

Programme:

Bachelor/Master

Type:

Seminar

ECTS:

6 CP

Contents & Objectives:

Culture is a fundamental feature of business life, and it is manifested most obviously in the role of multi-national companies, especially in modern nation-states. This course examines the nature and influence of culture throughout the spectrum of international business. Is a nation's culture its blueprint for survival? Where does culture originate? How does it affect our daily lives? These are some of the questions we will examine in this course.

In order to understand the correlations between culture and international business, we will study the universal elements of culture. We begin by looking at the origins of culture. In particular, we will review the roots and routes of culture and how culture is influenced by climate and religion. Then we deal with cross-century worldviews, cultural spectacles, cultural black holes and cognitive processes such as language and thought. Lastly, we reflect on culture and globalization, Empires – past, present and future.

Prerequisites:

None

Grading:

TBA

Cross-Cultural Management II

Responsible:

Philo Holland, Business Management and Industrial Management

Contact:

philo.holland@uni-wuerzburg.de

Programme:

Bachelor/Master

Type:

Seminar

ECTS:

6 CP

Contents & Objectives:

Industries, professions, business units, governmental bodies and non-profit organizations all have unique Organizational, or so-called 'Corporate' Cultures. Where do these cultures originate? Especially in large, multi-national organizations – they have both a strong central culture and flourishing sub-cultures. This course accompanies students on a journey discovering many cultures, corporate and country alike, within the context of international business. Why is the truth a dangerous topic in Asia? Why are table manners so important in the USA? Can 100% harmony exist in business? These are some of the questions we will examine in this course.

In order to understand the correlations between culture and international business, we will start by reviewing the universal elements of culture – history, religion, climate and language. The seminar deals with with topics such as the influence of language, the use of time, bridging communication gaps, leadership and organization, team building, motivation and finally with trust.

Prerequisites:

None

Grading:

TBA

International Marketing

Responsible:

Associate Professor Christina Sichtmann, University of Vienna

Contact:

christina.sichtmann@univie.ac.at

Programme:

Bachelor

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

The course seeks to familiarize students with the tools and terminology to explore and understand marketing practices in an international environment. They will learn the scope and challenges of international marketing, the dynamic environment of international trade, culture, political, legal, and business systems of globalizing markets, opportunities and threats on global markets and develop decision-making skills for the successful formulation, implementation and control of international marketing strategies. In particular, the course highlights strategic and managerial issues related to international marketing.

Students are required to study and prepare marketing approaches to enter and operate in international markets. Students intensify their knowledge and develop theoretical and practical concepts through case studies.

Prerequisites:

Students taking this course must have already successfully completed an introductory Marketing course offered at Bachelor level. Exchange students must have successfully completed an equivalent course at their home university.

Grading:

–

Managerial Problem Solving

Responsible:

Professor Christoph M. Flath, Chair of Information Management

Contact:

christoph.flath@uni-wuerzburg.de

Programme:

Bachelor

ECTS:

6 CP

Contents & Objectives:

The course offers an introduction into computer-based techniques for modeling and solving quantitative business problems.

After successfully completing the course, students should be able to:

- Prepare, visualize and analyze data sets using Excel and R.
- Select and forecast different time series problems.

- Understand simple, multiple and dummy regressions.

- Implement and solve linear optimization problems using the Excel Solver.

The course builds on top of the “Business Analytics” by Evans (Business Analytics – Methods, Models, and Decisions, J. Evans, Pearson Higher Education)

Prerequisites:

The course is designed for Bachelor students with a basic knowledge in quantitative methods.

Grading:

60-minute final written exam

Incentives in Organisations

Responsible:

Professor Thomas Zwick, Chair of Human Resource Management and Organisation

Contact:

thomas.zwick@uni-wuerzburg.de

Programme:

Master

Type:

Lecture

ECTS:

6 CP

Contents & Objectives:

The lecture is based on the principal agent theory. From this theory financial and economic solutions that overcome the conflict of interests between employer and employee. Besides the most widely used theories, estimation techniques and empirical results are presented and discussed.

Competences: The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area “incentives in organisation” on the basis of scientific literature.

Prerequisites:

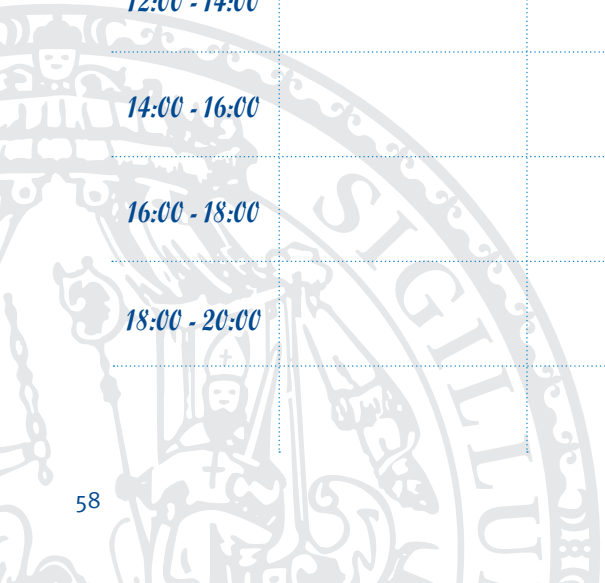
The course is designed for Master students.

Grading:

60-minute final written exam

Timetable

	<i>Monday</i>	<i>Tuesday</i>	<i>Wednesday</i>	<i>Thursday</i>	<i>Friday</i>
<i>8:00 - 10:00</i>					
<i>10:00 - 12:00</i>					
<i>12:00 - 14:00</i>					
<i>14:00 - 16:00</i>					
<i>16:00 - 18:00</i>					
<i>18:00 - 20:00</i>					



Contact

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