



Foto: Elmar Hahn

Julius-Maximilians-  
**UNIVERSITÄT  
WÜRZBURG**

**WU** Wirtschafts-  
wissenschaftliche  
Fakultät

# Faculty of Business Management and Economics

Information for Students in Exchange Programmes

# University of Würzburg — Faculty of Business Management and Economics

## Study Abroad & Exchange Programme

### Welcome – Herzlich Willkommen

Thank you for your interest in studying at our Faculty of Business Management and Economics at the University of Würzburg. This introductory brochure provides you with all the necessary information about the city of Würzburg, its university, the Faculty of Business Management and Economics as well as students' life. The target group are exchange students coming to study in Würzburg for one or two semesters. Hopefully, you will be one of them soon!

We are looking forward to welcoming you at our Faculty soon.

Prof. Fehr (Academic Exchange Coordinator)





## Studying at one of Germany's oldest universities

The University of Würzburg was founded in 1402. It is one of the old-established universities in the German-speaking world. Famous scientists such as Rudolf Virchow, Carl Siebold, Wilhelm Conrad Röntgen and Franz Brentano are among those who taught and conducted their research at the University.

The University of Würzburg has grown over the centuries and now covers almost every subject in its ten faculties. Some 29,000 students are studying for degrees in more than 250 different courses and over 11 per cent of them are enrolled in the Faculty of Business Management and Economics.

## Würzburg — An attractive city in the heart of Germany

Spoiled for choice: a UNESCO world heritage site, wine festivals or perhaps one of the many cultural events – starting with the Mozart Festival or the Africa Festival to the open-air pop festival “Umsonst & Draußen”.

There are more than enough reasons to come to Würzburg. The Bavarian city in the region of Lower Franconia has a population of 120,000 and is thus big enough to provide students with everything they need. The city centre is fairly compact and easy to navigate by bicycle. In addition to its world-famous tourist attractions, excellent wines, local specialities and the Franconian way of life, Würzburg also has a lively arts and culture scene and festivals of international renown.

### *Easy to get to:*

Studying in Würzburg means living in the heart of Germany. Würzburg is at the centre of the German motorway network at the junction of the A3, A7 and A81. The ICE railway station is an important hub in the rail network with connections to the airports in Frankfurt, Nuremberg and Stuttgart, all of which are less than 150 kilometres from here.

### *Young, lively city:*

About 29,000 students are registered at the University, a further 5,000 at the nearby University of Applied Sciences and some 700 at the University of Music. It is the students who make Würzburg a young, vibrant city.











### *Lots of sightseeing:*

Würzburg has a long history with an interesting variety of architecture. Towards the end of the Second World War, the city was almost completely destroyed in an air raid. However, enough of the historic buildings survived or were rebuilt to make Würzburg one of the most attractive tourist destinations in Germany. The world-famous prince bishops' Residence with its formal court garden and vast outer courtyard were awarded world heritage status by UNESCO in 1981. In 2004, Würzburg celebrated its 1300th anniversary.

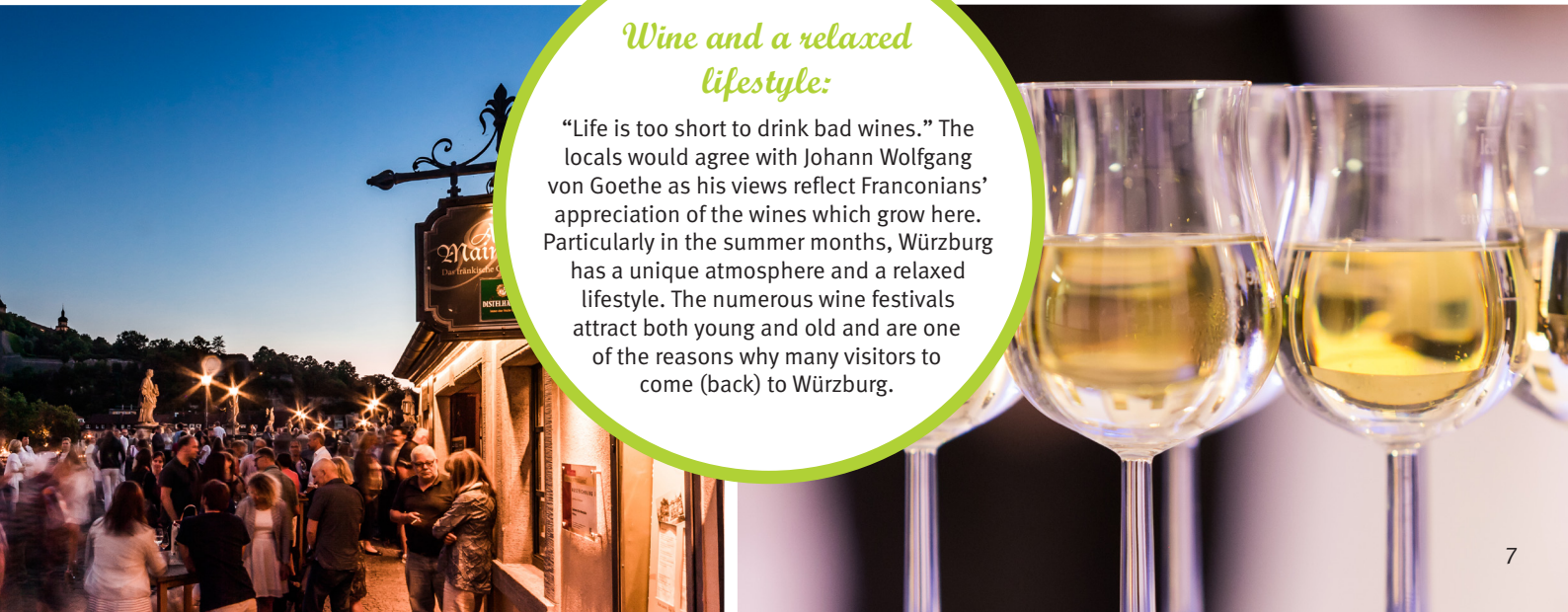


### *The atmosphere on the river banks:*

One of the focal points for every visitor is the “Old Main Bridge”. With its historic stone statues and the fine view of the fortress, the chapel on the hill and the old town, the bridge is very picturesque, particularly in the evening. The promenades, grassy areas and beer gardens along the river banks all contribute to the special atmosphere. Among the latest attractions in summer are the “city beach” where you can walk barefoot in the sand or the “Hafensommer festival” with cabaret and concerts on a floating stage in the harbour.

### *Wine and a relaxed lifestyle:*

“Life is too short to drink bad wines.” The locals would agree with Johann Wolfgang von Goethe as his views reflect Franconians’ appreciation of the wines which grow here. Particularly in the summer months, Würzburg has a unique atmosphere and a relaxed lifestyle. The numerous wine festivals attract both young and old and are one of the reasons why many visitors to come (back) to Würzburg.





## The University today

Over the centuries, the University of Würzburg developed into a modern university with ten faculties offering a wide range of courses. The various departments are located throughout the city as well as on the new campus “Am Hubland”.

About 29,000 students enrolled at the University can choose from high-quality courses in over 250 subjects leading to the degrees Bachelor, Master or State Examination, as well as a post-graduate Doctorate.

An attractive programme of intensive foreign languages courses offered by the Foreign Language Centre is available to all students. Our exchange students are offered language courses for free. Numerous research groups contribute significantly to academic study and research in Germany in the fields of the Social Sciences and Natural Sciences. More recently established centres of research are the Theodor Boveri Institute for Biosciences (known as the Biozentrum), the Microstructure Laboratory of the Faculty of Physics and the new Rudolf Virchow Centre for Experimental Biomedicine.



## Faculties

There are 10 Faculties at the University of Würzburg:

- Faculty of Catholic Theology
- Faculty of Law
- Faculty of Medicine
- Faculty of Arts (Historical, Philological, Cultural and Geographical Studies)
- Faculty of Human Sciences
- Faculty Biology
- Faculty of Chemistry and Pharmacy
- Faculty of Mathematics and Computer Science
- Faculty of Physics and Astronomy
- Faculty of Business Management and Economics



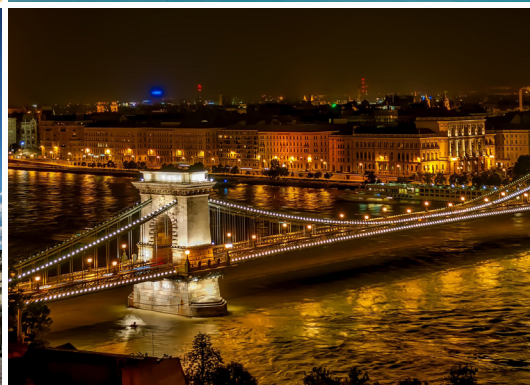


## Faculty of Business Management and Economics

In 1968, the new Law Faculty and the Faculty of Business Management and Economics developed out of what had been the Faculty of Law and Political Economics.

With its 20 chairs, the Faculty of Business Management and Economics offers a broad-based, research-oriented course of study to some 3,000 students taught by 23 professors of Business Management or Economics, some 85 other academic teaching staff, supported by 15 administrative posts. Approximately 70 per cent of students are in undergraduate bachelor degree courses and about 30 per cent are taking master's degrees. In 2019, the junior professorship for Digital Marketing was established.







## International Partnerships

Every year, more than 100 students enroll in studies of business management and economics for one or two semesters. Possibly, you will be one of them soon and we would be more than happy to welcome you for your studies abroad at our Faculty.

The Faculty has a worldwide network of partner universities with a strong emphasis on European cooperations. In the past few years the number of international links has gradually increased and was intensified.

At the present time, there are about 80 exchange partnerships within the framework of the ERASMUS programme: Austria, Belgium, Croatia, the Czech Republic, Denmark, Estonia, Finland, France, Great Britain, Greece, Hungary, Ireland, Italy, Liechtenstein, Lithuania, the Netherlands, Norway, Poland, Portugal, Slovenia, Spain, Sweden, Switzerland and Turkey.

Apart from the ERASMUS programme, the Faculty of Business Management and Economics offers partnership programmes with universities outside Europe. Students can apply for academic exchange at universities in Australia, Brazil, China, Columbia, Georgia, India, Japan, Mexico, Peru, Russia, South Korea, Taiwan, Thailand, USA or Vietnam.











## Tutor for Assistance

The Faculty of Business Management and Economics has a tutor who is happy to help you with all issues concerning your study abroad at the Faculty. The tutor will get in contact with exchange students a couple of weeks before the semester starts. The “Welcome Day”, consultation hours, a guided campus tour and many more events will be organized by the tutor.

The Faculty established also a buddy programme. Your German mates are looking forward to assisting you during your stay here and to accompany you in dealing with initial difficulties, such as the first formalities, organisation of your studies, language difficulties etc. We want to make you feel at home from the very moment of your stay, to enable you to get quickly information you need to find your way around and to learn from students within your discipline.



## Semester Dates

Semester	Welcome Day	Lecture Period	Exams Period
Summer	mid-April	mid-April to mid-July	Examinations take place in a two to three week period immediately after lecture period.
Winter	mid-October	mid-October to mid-February	Examinations take place in a two to three week period immediately after lecture period.

## Course Offer in English

Courses offered at the faculty are mostly taught in form of lectures or seminars. As an exchange student you are invited to participate in both bachelor and master courses. The Faculty of Business Management and Economics does not require exchange students to follow a particular curriculum. However, students have to comply with the requirements of their home university.

In addition to the regular German language courses, we ensure that you can register for a set of English language courses in any of the following four focus areas each semester:

- Information Systems & Supply Chain Management
- Theoretical & Applied Economics
- Quantitative Methods in Economics and Business Research
- Strategic Management, Organisation & Marketing

As an exchange student you are also welcome to participate in courses of the Faculty of Law. You will find an overview of the courses on our homepage.

*„Würzburg is such a beautiful town! Enjoy the time here!”*



## Information Systems & Supply Chain Management

Prof. Pibernik



Prof. Flath



Prof. Winkelmann



### Winter Semester (October – February)

IT Support in Supply Management (Part I & II)	Lecture	Bachelor	6
Logistics & Supply Chain Management	Seminar	Bachelor	6
Toyota Supply Chain Management	Seminar	Bachelor	6
E-Business Strategies	Lecture	Master	6
Decision Support Systems	Lecture	Master	6
Managerial Analytics & Decision Making	Lecture	Master	6
Global Logistics & Supply Chain Management	Lecture	Master	6
Topics in Data Science	Lecture	Master	6
Business Software 1: IS-based Enterprise Management	Lecture	Master	6
Logistics & Supply Chain Management	Seminar	Master	10
Supply Chain Competition	Seminar	Master	10
Operations Management	Seminar	Master	10
Enterprise Systems	Seminar	Master	10

## Information Systems & Supply Chain Management

Summer Semester (April-July)			
Primer in Data Science	Lecture	Bachelor	6
IT-Support in Supply Management (Part I & II)	Lecture	Bachelor	6
Strategic Management of Global Supply Chains	Lecture	Bachelor	6
Logistics & Supply Chain Management	Seminar	Bachelor	6
E-Business Strategies	Lecture	Master	6
Mobile & Ubiquitous Business	Lecture	Master	6
IT-Management	Lecture	Master	6
Advanced Operations & Logistics Management	Lecture	Master	6
Analytical Information Systems	Lecture	Master	6
Business Software 2: Enterprise-Resource-Planning-Systems	Lecture	Master	6
Topics in Data Science	Lecture	Master	6
Logistics & Supply Chain Management	Seminar	Master	10
Supply Chain Competition	Seminar	Master	10
Operations Management	Seminar	Master	10
Enterprise Systems	Seminar	Master	10

Prof. Bogaschewsky



Prof. Thiesse



Prof. Mayer





## Theoretical & Applied Economics

Prof. Felfe



Prof. Kieseewetter



Prof. Fehr



### Winter Semester (October – February)

Competition and Strategy 1 (Introduction to Game Theory)	Lecture	Bachelor	6
Introduction to Industrial Organization	Lecture	Bachelor	6
Strategy and Competition	Seminar	Bachelor	6
Labour Economics	Seminar	Bachelor	6
Strategic Decisions and Competition	Lecture	Master	6
Advanced Macroeconomics	Lecture	Master	6
International Trade and the Multinational Firm	Lecture	Master	6
Optimal Tax Theory	Lecture	Master	6
Contract Theory	Lecture	Master	6
Advanced Macroeconomics	Lecture	Master	6
Theory of Industrial Organization	Lecture	Master	6
Monetary Policy	Lecture	Master	6
Applied Empirical Macroeconomics	Lecture	Master	6
Advanced Labour Economics	Lecture	Master	10
Industrial Organisation	Seminar	Master	10
Advanced Topics in Contract Theory	Seminar	Master	10
Topics in Human Capital Development	Seminar	Master	10
Topics in Migration Economics	Seminar	Master	10

## Theoretical & Applied Economics

Summer Semester (April-July)			
Business Strategy for Information and Network Industries	Lecture	Bachelor	6
Competition and Strategy 3 (Regulation and Deregulation)	Lecture	Bachelor	6
Challenges of China's Economic Rise	Lecture	Bachelor	6
Public Policy	Lecture	Bachelor	6
European Macroeconomics	Lecture	Bachelor	6
International Money and Finance	Lecture	Bachelor	6
Strategy and Competition	Seminar	Bachelor	6
Labour Economics	Seminar	Bachelor	6
Empirical Industrial Organization	Lecture	Master	6
DSGE Modelling	Lecture	Master	6
Economic Geography	Lecture	Master	6
Advanced Microeconomics	Lecture	Master	6
European Competition Policy	Lecture	Master	6
European Public Finance	Lecture	Master	6
Business Cycles	Lecture	Master	6
Advanced Topics in Contract Theory	Seminar	Master	10
Industrial Economics	Seminar	Master	10
Advanced Labour Economics	Seminar	Master	10
Topics in Human Capital Development	Seminar	Master	10

Prof. Fischer



Prof. Pflüger



Prof. Wolters



Prof. Zwick



Prof. Kukuk



Prof. Doganoglu



## Quantitative Methods in Economics & Business Research

### Winter Semester (October – February)

Computer Lab in Regression Analysis	Lecture	Bachelor	6
Decision Support Systems	Lecture	Master	6
Managerial Analytics & Decision Making	Lecture	Master	6
Policy Evaluation Methods	Lecture	Master	6
Experimental Economics	Seminar	Master	10

### Summer Semester (April-July)

Computer Lab in Regression Analysis	Lecture	Bachelor	6
Computational Economics I	Lecture	Bachelor	6
Econometrics 1	Lecture	Master	6
DSGE Modelling	Lecture	Master	6
Policy Evaluation Methods	Lecture	Master	6
Advanced Computational Economics	Lecture	Master	6

## Strategic Management, Organization & Marketing

Winter Semester (October – February)			
Innovation Management	Lecture	Bachelor	6
International Marketing	Lecture	Bachelor	6
Cross-Cultural-Management 1	Lecture	Bachelor	6
Cross-Cultural-Management 2	Lecture	Bachelor	6
International Marketing Strategy Simulation	Lecture	Master	6
Incentives in Organizations	Lecture	Master	6
Corporate Entrepreneurship	Lecture	Master	6
Corporate Strategy	Lecture	Master	6
Communication in Business and Economics	Lecture	Master	6
Digital Marketing 1	Lecture	Master	6
Group Accounting	Lecture	Master	6
Marketing-Strategie	Seminar	Master	10
Financial Accounting	Seminar	Master	10





Prof. Müller



Prof. Otto



Prof. Lorenz



## Strategic Management, Organization & Marketing

Summer Semester (April-July)			
Entrepreneurship	Lecture	Bachelor	6
International Marketing	Lecture	Bachelor	6
Sales and Customer Relationship Management	Lecture	Bachelor	6
Cross-Cultural-Management 1	Seminar	Bachelor	6
Cross-Cultural-Management 2	Seminar	Bachelor	6
International Marketing Strategy Simulation	Lecture	Master	6
E-Commerce I	Lecture	Master	6
Digital Entrepreneurship	Lecture	Master	6
Digital Marketing II (Digital Marketing Strategy)	Lecture	Master	6
Communication in Business and Economics	Lecture	Master	6
Advanced Financial Accounting	Lecture	Master	6
Project Seminar Entrepreneurship	Seminar	Master	10
Research Seminar: Entrepreneurship and Management	Seminar	Master	10
Marketing-Strategie	Seminar	Master	10
Financial Accounting	Seminar	Master	10





## Location of the School

You find the Faculty of Business Management and Economics at “Neue Universität am Sanderring”, at Sanderring 2.

### Key

- 1 Neue Universität am Sanderring 2
- 2 Alte IHK, Josef-Stangl-Platz 2
- 3 Stadtmensa



# International *Summer* Module Course

## Economic and Managerial Challenges for Europe

This module provides a unique combination of business and economics in lectures focusing on opportunities, threats and challenges facing future managers and politicians throughout the world. The economic lectures will cover European macro, climate, trade and competition policies as well as the eastern enlargement of the Union. The business lectures will deal with international financial reporting and taxation, global supply chains and human resource management in the wake of the demographic transition.

**course period:** 2nd half of July each year

**target group:** advanced undergraduate and graduate students interested in international economics and international management

**credits earned:** 5 ECTS

**form of assessment:** written exam (60 min.)




The Faculty of Business Management and Economics invites you to experience one fantastic week of an exciting combination of international Education and German Culture in the last week of July. Our Summer Module Course combines an excellent academic program with company visits, social events and cultural excursions.

You are welcome to apply for our summer module courses.



Foto: Elmar Hahn





*See you soon in  
Würzburg!*

We are looking forward to welcoming you here at the Faculty of Business Management and Economics. Do not hesitate and ask for assistance if you have any questions. If you were satisfied with your stay in Würzburg, do not forget to recommend our study abroad program at our university to your fellow students at home.



# International *Summer* Module Course

## Digital Opportunities in Europe

This module provides a unique combination of business and information technology and focuses on opportunities emerging from an increasingly digitalized and globalized economy in Europe.

The lectures will cover different aspects of digitalization, business information systems and information management. Due to their interactive design, lectures provide theoretical and practical insights into tomorrow's important topics, including digital business models, business analytics, information management, and blockchain-based technologies.


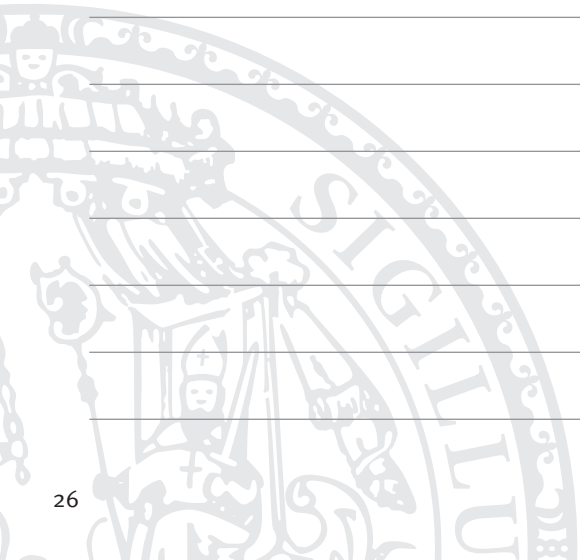
**course period:** 2nd half of July each year

**target group:** advanced undergraduate and graduate students interested in business information systems and international management

**credits earned:** 5 ECTS

**form of assessment:** written exam (60 min.)

## Notes

The seal of the Commonwealth of Massachusetts is partially visible on the left side of the page. It features a Native American figure holding a bow and arrow, with a star above. The word "SIGILLUM" is visible in a circular border around the figure.



Prof. Fehr



## Contact of the Faculty

**Prof. Hans Fehr**  
**Academic exchange coordinator**

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**Phone:** + 49 (0) 931 31 - 82972

**Agata Stopinska**  
**Administrative exchange coordinator**  
Office Hours: Tue 9-11 a.m.

**E-Mail:** incoming@wiwi.uni-wuerzburg.de

**Address:** Sanderring 2, 97070 Würzburg

**Phone:** + 49 (0) 931 31 - 83686

## Contact of the International Office

**International Office**  
**Coordinator for incoming students**  
Office Hours: Mon-Fri 8-12; Wed 14-16

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**Phone:** + 49 (0) 931 31 - 82805

Agata Stopinska





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