

TOPICS & CONTENTS	SEMINARDAYS*	TOPICS & CONTENTS	SEMINARDAYS*
GLOBAL STRATEGIC MANAGEMENT	4	GLOBAL MACROECONOMICS	2
International Strategy		Equality	
Strategy Implementation		Employment	
Competitive Challenge of Globalization		The European Development Model	
Management Concepts		Competitiveness	
Importance of Core Values		Demographics	
		Welfare State Reform	
		Macroeconomic Stability	
		Monetary Union	
INTERNATIONAL MARKETING	4	INTERNATIONAL FINANCE	3
Marketing Strategy		International Finance and Global Capital Markets	
Strategic Brand Management		Financial Management	
Pricing in Global Markets		Risk Management	
Multi-Channel Management		Financial Information	
Key-Account Management		Financial Issues and Trends	
Customer Relationship Management			
Organizational Behavior			
		MANAGERIAL ACCOUNTING	3
SUPPLY CHAIN MANAGEMENT	2	Mergers and Acquisitions	
Supply Chain Design and Management		Sources of Value	
Six Sigma		Target Valuation	
Internet-Based Business Models		Payment Methods	
		Leveraged Buyouts	
INTERNATIONAL LEADERSHIP & DECISION MAKING	5	Post-acquisition Integration	
Strategic Alliances		Post-acquisition Audit	
Leadership Exercises			
		INTERCULTURAL ASPECTS & MANAGEMENT SKILLS	4
LEADING CHANGE & INNOVATION	3	Intercultural Perception and Communication	
Managing Innovation		Negotiation	
Change Management Mindset, Process Design and Tools		Team-Building	
Organisation Design, including Innovation Networks / Industrial Clusters		Business Ethics	
Linking Innovation to Strategy		The Rise of Asia in a global Economic World - Implications for Europe	
SEMINARDAYS			30

* Not including preparation work, case studies, assignments, papers and exams