

curriculum.

Modules / Courses	Semester Credit Units ECTS-Credits			
	1	2	3	4
DIGITAL BUSINESS & MARKETING MANAGEMENT				
Global Economics & Markets	3 4			
Marketing Research & Intelligence	3 4			
Online Marketing		3 4		
Digital Transformation & Organizational Development		3 4		
SPECIALIZATION 1: DIGITAL BUSINESS (predominantly full-time, blocked)				
Digital Strategies & Business Development			3 4	
Digital Analytics & Big Data			3 4	
Digital Business Excellence			3 4	
SPECIALIZATION 2: MARKETING MANAGEMENT (predominantly full-time, blocked)				
Branding & Communications			3 4	
Product & Service Management			3 4	
International Sales Management			3 4	
INNOVATION, GLOBAL NETWORKS & FINANCIAL MANAGEMENT				
Financial Accounting & Analysis	3 4			
Managerial Accounting	3 4			
International Accounting		3 4		
Strategic Innovation Management		3 4		
International Strategies & Business Simulation		3 4		
SPECIALIZATION 3: INNOVATION & GLOBAL NETWORKS (part-time)				
Emerging Challenges of Innovation Management			3 4	
Global Knowledge Management & Open Innovation			3 4	
Global Supply Chain Networks			3 4	
SPECIALIZATION 4: FINANCIAL MANAGEMENT (part-time)				
Strategic Financial Management			3 4	
Corporate Taxation & Transfer Pricing			3 4	
Corporate Finance			3 4	
LEADERSHIP, HUMAN RESOURCES & SOCIETY				
Intercultural Competencies & Cooperation	3 4			
International Human Resources Management		3 4		
Leadership, Business Ethics & Society			3 4	
ENTREPRENEURSHIP & INTERDISCIPLINARY COMPETENCIES				
Decision Making for Entrepreneurs & Managers	3 4			
Entrepreneurship	1 1			
Forum Entrepreneurship		1 1		
International Study Options				5 8
For full-time students only				
Entrepreneurial Business Lab I	3 3			
Entrepreneurial Business Lab II		3 3		
For part-time students only				
Resilience & Self Management	3 3			
Family Business		3 3		
BUSINESS RESEARCH				
Academic Writing & Qualitative Research	1,5 2			
Research Methodology & Quantitative Research		1,5 2		
Master Thesis Seminar I			2 2	
Master Thesis Seminar II				2 2
Master Thesis				1 20
SEMESTER CREDIT UNITS ECTS-CREDITS	23,5 30	23,5 30	23 30	7 30