

TOPICS & CONTENTS	SEMINAR DAYS	TOPICS & CONTENTS	SEMINAR DAYS
GLOBAL MACROECONOMICS	3	BUSINESS MODEL INNOVATION	2
The determination of economic activity		Why business models?	
Modelling the economy		Taxonomy of business models	
Macroeconomic policies		Introduction to business models innovation	
Fiscal policy		Heuristics by which to develop detailed business models	
Monetary policy		Coar maps: a visual methodology for developing detailed business models	
Growth and supply-side policy			
Trade and exchange rate policy		INTERNATIONAL LEADERSHIP & DECISION-MAKING	5
Inflation and unemployment		Global competition	
Business cycles		Emerging markets	
		Strategic alliances	
GLOBAL STRATEGIC MANAGEMENT	2	Organizational behavior	
International business management		Entrepreneurship	
International strategy		Leadership exercises	
Strategy implementation			
Competitive challenge of globalization		INTERNATIONAL ACCOUNTING & RISK MANAGEMENT	2
Management concepts		Financial accounting	
Importance of core values		IAS / IFRS	
		Management accounting	
INTERNATIONAL FINANCE	3	Corporate governance	
International finance and global capital markets		Compliance	
Financial management		Risk and reward management	
Risk management			
Financial information		LEADING CHANGE	4
Financial issues and trends		Managing innovation	
		Linking innovation to strategy	
INTERNATIONAL MARKETING	2	Change management mindset, process design and tools	
What is international marketing?		Organization design, including innovation networks / industrial clusters	
Market entry and product selection		Organizational change	
Marketing analysis		Personal leadership	
Cost structures, shipping, tariffs, environmental analysis and forecasting			
International buyer behavior		CROSS CULTURAL MANAGEMENT	2
Segmentation, targeting, positioning		Intercultural perception and communication	
Product decision: adapt versus standardize		Negotiation	
Ads and promotions across countries		Team-building	
Pricing		Business ethics	
Channel selection, management, logistics			
Financial and competitive impact			
SEMINAR DAYS TOTAL (Not including Preparation Work, Assignments, Case Studies, Project Works, Master Thesis, Exams etc.)		25 DAYS / 33 ECTS	