INTERNATIONAL BUSINESS & MANAGEMENT

MCI®
CURRICULUM

MASTER

ECTS					
30	SEMESTER 1	Consumer Psychology & Neuromarketing	HR & Intercultural Competencies	Information Systems	Entrepreneurship & Business Labs I
		Business Research I	International Strategies	Global Economics & Markets	Management Accounting
30	SEMESTER 2	Digital Marketing	Digital Transformation	Data Science	Entrepreneurship & Business Labs II
		Business Research II	Strategic Innovation	Business Simulation	International Accounting
30	SEMESTER 3	Marketing Analytics	Global Marketing Strategy	Digital Strategy & Leadership	Digital Law & Ethics
		Creative & Entrepreneurial Thinking	Innovation for Sustainability	Master Thesis Seminar I	Strategic Financial Management	FinTech & Financial Intelligence
		Marketing Analytics	Global Marketing Strategy		Digital Strategy & Leadership	Digital Work
		Ecosystem & Business Model Innovation	Agile Innovation Management	International Tax Planning	Corporate & Entrepreneurial Finance
30	SEMESTER 4	Master's Thesis		Master Thesis Seminar II	International Studies
120					

Core Modules (Full-Time & Part-Time)

2 out of 4 specializations + interdisciplinary competencies

Marketing Management | Innovation & Sustainability | Core Modules | Digital Business | Financial Management

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