

Curriculum

Semester Credit Units | ECTS-Credits

DIGITAL BUSINESS	1	2	3	4
Information Systems	3 4			
Data Science		3 4		
SPECIALIZATION DIGITAL BUSINESS (FULL-TIME)				
Digital Strategy & Leadership			3 4	
Managing Digital Technologies			3 4	
Digital Business Models			3 4	
Digital Work			1.5 2	
MARKETING MANAGEMENT				
Consumer Psychology & Neuromarketing	3 4			
Digital Marketing		3 4		
SPECIALIZATION MARKETING MANAGEMENT (FULL-TIME)				
Global Marketing Strategy			3 4	
Marketing Analytics			3 4	
Omnichannel Commerce			3 4	
Cause Marketing			1.5 2	
INNOVATION & SUSTAINABILITY				
International Strategies	3 4			
Strategic Innovation		3 4		
SPECIALIZATION INNOVATION & SUSTAINABILITY (PART-TIME)				
Innovation for Sustainability			3 4	
Ecosystem & Business Model Innovation			3 4	
Agile Innovation Management			3 4	
Creative & Entrepreneurial Thinking			1.5 2	
FINANCIAL MANAGEMENT				
Management Accounting	3 4			
International Accounting		3 4		
SPECIALIZATION FINANCIAL MANAGEMENT (PART-TIME)				
Strategic Financial Management			3 4	
FinTech & Financial Intelligence			3 4	
Corporate & Entrepreneurial Finance			3 4	
International Tax Planning			1.5 2	
INTERNATIONAL HR MANAGEMENT & DIGITAL TRANSFORMATION				
Human Resources & Intercultural Competencies	3 4			
Digital Transformation		3 4		
SPECIALIZATION HUMAN RESOURCES, LEADERSHIP & DIVERSITY (PART-TIME)*				
Ethics & Diversity			3 4	
International Human Resource Management			3 4	
New Leadership & Organizational Behavior			3 4	
European Labor Law & Non-Discrimination			1.5 2	
ECONOMICS, MARKETS & SIMULATION				
Global Economics & Markets	3 4			
Business Simulation		3 4		
ENTREPRENEURSHIP & INTERNATIONAL STUDIES				
Entrepreneurship	1 1			
Entrepreneurial Business Labs I & II	3 3	3 3		
Forum Entrepreneurship		1 1		
International Studies				5 8
BUSINESS RESEARCH & MASTER THESIS				
Business Research I & II	1.5 2	1.5 2		
Master Thesis Seminar I & II			1.5 2	2 2
Master Thesis				0 20
SEMESTER CREDIT UNITS ECTS-CREDITS	23.5 30	23.5 30	22.5 30	7 30

*International Business & Law