

# Curriculum

Semester Credit Units | ECTS-Credits

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

\*International Business & Law