

# curriculum.

MODULES / COURSES	SEMESTER CREDIT UNITS   ECTS-CREDITS*			
	1	2	3	4
<b>A. INTERNATIONAL BUSINESS ENVIRONMENT &amp; STRATEGY</b>				
<b>Global Markets &amp; Strategies</b>				
Global Economics & Markets	2   3			
International Strategic Management	2   3			
Mergers & Acquisitions		1   1.5		
<b>Business Simulation</b>				
Simulation Game	2   2			
<b>B. LEADERSHIP, HUMAN RESOURCES &amp; CHANGE MANAGEMENT</b>				
<b>International Human Resources</b>				
International Teambuilding & Cooperation	1   1.5			
Intercultural Sensitivity & Cooperation Competencies	1   1.5			
International Human Resources Management	2   3			
International Labor Legislation	1   1			
<b>Organizational Development &amp; Cooperation</b>				
Collective Intelligence & Transorganizational Innovation		1   1		
Intercultural Cooperation		1.5   3		
Negotiation Across Borders & Conflict Resolution		1   1		
<b>Leadership, Strategy &amp; Society</b>				
Strategy, Innovation & Society			2   3	
Leadership, Business Ethics & Change			2   3	
Implementing Diversity Management			1   2	
<b>C. ACCOUNTING &amp; CORPORATE FINANCE</b>				
<b>Financial &amp; Management Accounting</b>				
Financial Accounting & Analysis	2   3			
Management Accounting	2   3			
<b>International Accounting &amp; Taxation</b>				
International Accounting		2   3		
International Taxation		1   1.5		
Corporate Finance		1   1.5		
<b>Specialization</b>				
<b>Corporate Finance &amp; Performance Management (part-time)</b>				
Performance Management			1   1	
Corporate Taxation & Transfer Pricing			2   3	
Financial Engineering			2   3	
Strategic Financial Management			2   3	
<b>D. PROCESS, QUALITY &amp; GLOBAL SUPPLY CHAIN MANAGEMENT</b>				
<b>Process &amp; Quality Management</b>				
Sustainable Quality Management		1   1.5		
Business Process Management & Industry 4.0		2   3		
Project Management		1   1.5		
<b>Specialization</b>				
<b>Global Operations &amp; Supply Chain Management (part-time)</b>				
Global Supply Chain Operations			2   3	
Supply Chain Collaboration & IT systems			2   3	
Operations Management			2   3	
Business Process Management Lab			1   1	

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		1	2	3	4
<b>E. ENTREPRENEURSHIP, FAMILY BUSINESS &amp; DIGITAL BUSINESS</b>					
<b>Innovation &amp; IPR</b>					
Management of Innovation			1.5   3		
Intellectual Property Rights			1   1		
<b>Family Business &amp; Entrepreneurship (part-time)</b>					
Entrepreneurship			1   1.5		
Family Business & Integral Change			2   2		
Entrepreneurial Business Lab			1   1		
<b>Entrepreneurship (full-time)</b>					
Entrepreneurship			1   1.5		
Entrepreneurial Business Lab			3   3		
Specialization	<b>Digital Business Management (predominantly full-time, blocked)</b>				
	Digital Strategies & Business Model Development			2   3	
	Digital Analytics			2   3	
	Digital Marketing & Communications			2   3	
	Digital Business Excellence			1   1	
<b>F. MARKETING, SALES &amp; SERVICE MANAGEMENT</b>					
<b>Marketing &amp; Sales Management</b>					
Strategic Marketing		1   1.5			
Online Marketing		1   1.5			
Sales & Distribution		1   1.5			
Revenue Management		1   1.5			
Specialization	<b>International Marketing &amp; Service Management (predominantly full-time, blocked)</b>				
	Strategic Brand Management			1   1	
	Product & Service Innovation			2   3	
	Service Model Design			2   3	
	Customer Journey Management			2   3	
<b>G. BUSINESS RESEARCH</b>					
<b>Research Methodology</b>					
Research Methodology & Quantitative Research		2   3			
Academic Writing & Qualitative Research			2   3		
<b>Master Thesis</b>					
Master Thesis Seminar I & II				2   2	2   2
Master Thesis					1   20
<b>H. INTERNATIONAL STUDIES</b>					
<b>International Study Program</b>					
Current Issues in International Business & Management Studies					5   8
<b>SEMESTER CREDIT UNITS   ECTS-CREDITS*</b>		<b>21   30</b>	<b>21   30</b>	<b>21   30</b>	<b>7   30</b>