

1. Semester Foundations

Foundations in Accounting & Finance (5)

Financial Accounting
Corporate Finance & Financial Analysis

Foundations in Marketing (5)

Foundations in Business Functions (9)

Global Sourcing and Supply Chain Management (3)
Human Resources Management (3)
Information Management (3)

Foundations in Economics (5)

Macroeconomics
Microeconomics

Management Skills I (1)

Presentation Skills (1)

Research Methods I (2)

Scientific Writing & Literature Research
Business Research
Foundations in Statistics

Company Experience

Company Experience I* (1)

2. Semester Advanced Business Topics & Specializations

Innovation & Digital Business I (5)

Innovation Management & Digital Business Models

Sustainable Globalization I (5)

International Economics
Sustainable Development

Strategic Management & International Business Development (5)

Accounting & Finance in an International Context (5)

Business Controlling in an International Context (5)

Research Methods II (3)

Business Analytics (3)

Management Skills II (4)

Project Management

Agile Project Management

ELECTIVES

(Choose 4 Credits)

Management Skills

Decision Making (2)

Change Management (2)

Leadership (2)

Negotiation (2)

Cross Cultural Management (2)

Company Experience

Company Experience II* (1)

3. Semester

Individual Concentration/ Study Abroad Semester

Innovation & Digital Business II (5)

Digital Transformation

Sustainable Globalization II (5)

Corporate Responsibility & Sustainability Management

Consulting & Business Dynamics (5)

Consulting Methods

Design Thinking and Product Development

ELECTIVES

(Choose 15 Credits)

Company Project (6)

Accounting & Finance

Applied Corporate Valuation (3)

Mergers, Acquisitions & Corporate Restructurings (3)

International Financial Reporting Standards (6)

European Financial Markets (3)

Capital Raising & Investing (3)

Sustainable Finance (3)

Marketing

Brand Management (3)

Digital Marketing (3)

Communication Management – Public Relations (3)

Multicultural Marketing & Branding (3)

Customer Experience Management (3)

Big Data & Artificial Intelligence

Artificial Intelligence & Data Analytics (3)

Big Data Analytics (3)

Data Science with Python (3)

Recent Developments in Management & Business Transformation

Application in Supply Chain Simulations (3)

Economics & the Law of Digital Ecosystems (3)

New Digital Work (3)

Dive in Technologies (3)

Sustainable Innovation Management (3)

Interdisciplinary Studies (3)

Company Experience

Company Experience III* (1)

Management Simulation (2)

4. Semester

MBA Thesis (27)