

Curriculum

Semester Credit Units | ECTS-Credits

	1	2	3	4
DIGITAL BUSINESS				
Information Systems	3 4			
Data Science		3 4		
SPECIALIZATION 1: DIGITAL BUSINESS (FULL-TIME)				
Managing Digital Technologies			3 4	
Digital Business Models			3 4	
Digital Work			1.5 2	
Digital Strategy & Leadership				3 4
MARKETING MANAGEMENT				
Consumer Psychology & Neuromarketing	3 4			
Digital Marketing		3 4		
SPECIALIZATION 2: MARKETING MANAGEMENT (FULL-TIME)				
Marketing Analytics			3 4	
Cause Marketing			1.5 2	
Omnichannel Commerce			3 4	
Global Marketing Strategy				3 4
INNOVATION & SUSTAINABILITY				
International Strategies	3 4			
Strategic Innovation		3 4		
SPECIALIZATION 3: INNOVATION & SUSTAINABILITY (PART-TIME)				
Ecosystem & Business Model Innovation			3 4	
Creative & Entrepreneurial Thinking			1.5 2	
Agile Innovation Management			3 4	
Innovation for Sustainability				3 4
FINANCIAL MANAGEMENT				
Management Accounting	3 4			
International Accounting		3 4		
SPECIALIZATION 4: FINANCIAL MANAGEMENT (PART-TIME)				
FinTech & Financial Intelligence			3 4	
Corporate & Entrepreneurial Finance			3 4	
International Tax Planning			1.5 2	
Strategic Financial Management				3 4
INTERNATIONAL & INTERCULTURAL MANAGEMENT				
INTERNATIONAL HR MANAGEMENT & DIGITAL TRANSFORMATION				
Human Resources & Intercultural Competencies	3 4			
Digital Transformation		3 4		
ECONOMICS, MARKETS & SIMULATION				
Global Economics & Markets	3 4			
Business Simulation		3 4		
ENTREPRENEURSHIP & INTERNATIONAL STUDIES				
Entrepreneurship	1 1			
Forum Entrepreneurship		1 1		
International Studies			5 6	
Entrepreneurial Business Lab I & II	3 3	3 3		
BUSINESS RESEARCH & MASTER THESIS				
Business Research I & II	1.5 2	1.5 2		
Master Thesis Seminar I & II			3 4	2 2
Master Thesis				0 20
SEMESTER CREDIT UNITS ECTS-CREDITS	23.5 30	23.5 30	23 30	8 30