

International Business Management (MSc)

English

1 st Semester	ECTS	HWS	2 nd Semester	ECTS	HWS			
Business Development & Control	5	3	Corporate Framing: Financials, Group Accounting		3			
Customer Centric Management	5	3	Strategic & Digital Marketing	5	3			
Human Resource- Management	5	3						
Globalized Value Chain & Digital Management	5	3	Thesis & Colloquium	15	1			
Entrepreneurial Thinking & Digital Models	5	3						
Advanced Research Methodologies	5	3	Interdisciplinary Elective (z.B. aus IDM oder ISEM)	5	3			
	30	18		30	10			
60 ECTS								

Specialization Modules from your study programme

Faculty-wide modules (interdisciplinary projects from other programmes)

Elective module from another UE faculty

List of abbreviations

HWS: Hours per week (1 hour = 45 min.)

ECTS: European Credit Transfer System