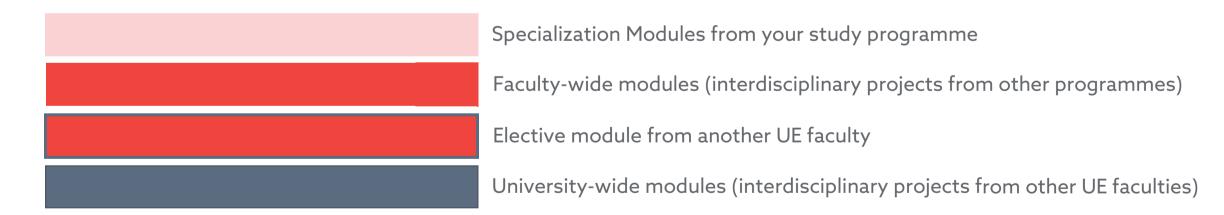


International Business Management (MSc)

English

1 st Semester	ECTS	HWS	2 nd Semester	ECTS	HWS	3 rd Semester	ECTS	HWS
Business Development & Control	5	3	Corporate Framing: Financials, Group Accounting	5	3		20	1
Customer Centric Management	5	3	Strategic & Digital Marketing	5	3	Thesis % Calleguium		
Human Capital Management	5	3	Organisational Development. Change & Restructuring	5	3	Thesis & Colloquium		
Globalized Value Chain & Digital Management	5	3	Sales Excellence	5	3			
Entrepreneurial Thinking & Digital Models	5	3	Comparative Cultural Studies	5	3	Corporate Social Responsibilty & Ethics	5	3
Contemporary Leadership Culture (Social Skills)	5	3	Interdisciplinary Elective (z.B. aus IDM oder ISEM)	5	3	Advanced Research Methodologies ⁴	5	3
	30	18		30	18		30	7

90 ECTS



List of abbreviations

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

ECTS: European Credit Transfer System