Study Block I (Sept. to Dec.)
Canada, France, Ireland, Italy
5-6 Modules (indicative list)

- Advanced Strategic Toolbox for Global Markets
- International Business: Disruption & Challenges
- International Marketing & Customer Experience Management
- Business Process Innovation
- Augmented Reality Marketing
- International Negotiation Skills
- Internet & Social Media Marketing
- Personal Branding & Career Management
- Global Challenges & Impacts
- Sustainability Management

30 ECTS

Study Block II (Feb. to May)
Germany: ESB Business School
6 Modules

- Statistics for Business
- Data Analytics & Visualisation
- International Finance & Risk Management
- Smart Operations Management
- Leadership in a Digitalized World
- Consulting Skills for Digital Transformation

30 ECTS

Study Block III
Germany: ESB Business School

Research Methods

- Thesis (can be done with a company)

30 ECTS