Programme structure: 4 Semester Master degree programme in „German Business Culture and International Management“ Valid from year of matriculation 2023/24

HOCHSCHULE FÜR TECHNIK UND WIRTSCHAFT DRESDEN
UNIVERSITY OF APPLIED SCIENCES

1st Semester	2nd Semester	3rd Semester	4th Semester
W002 - Introduction to Business in Germany (5 ECTS)	W933 – International Economics (5 ECTS)	Study Abroad***	Master Thesis****
W295 – Industry or Research Project (5 ECTS)	W933 – Strategy and Sustainability (5 ECTS)		
W623 – International Management & Globalisation (5 ECTS)	W936 – Change and Complexity in Organisations (5 ECTS)		
W940 – Strategic Business Simulation (5 ECTS)	W937 – Management of Complex Leadership Tasks (5 ECTS)		
Z013 – Intercultural Communication (5 ECTS)	Elective Module** (5 ECTS)		
German as a Foreign Language* (5 ECTS)	Elective Module** (5 ECTS)		
		W944 - Academic Research Skills (e-learning online) (3 ECTS)	
30 ECTS	30 ECTS	33 ECTS	27 ECTS

Study in Dresden

* German students may choose French or Spanish

** Elective modules (Two modules are to be selected:)

W712:	Diversity Management
W617:	Wissensmanagement (DE)
W618:	B2B Marketing (DE)
W720:	International Business Law
W825:	Resources and Uncertainty in Strategic Management
W830	Current issues in HRM
W941:	Innovation Management
W943:	International Supply Chain & Sales Management
W950:	International Marketing Management

Study Abroad

*** The module is structured as follows:
Functional / Industrial Cluster:
Students must choose between a minimum of 10 credits and a maximum of 20 credits for a Functional/ Industrial Cluster.

C1. International Business, International Management, Globalization, International Trade, Foreign Direct Investment, M&A, Joint Ventures, Alliances, International Law

C2. Strategic Management, Competitive Strategy, Corporate Strategy, RBV, Strategic Planning, Marketing management, Sales management, Brand & product management

C3. Business Ethics, Corporate Responsibility, Environmental Management, Corporate Sustainability, Reputation management, Corporate Citizenship

C4. Organisational Behaviour, Organisational Design, Leadership, Motivation, HRM, Psychology, Sociology, Intercultural management, Change management, Teams

C5. E-commerce, R&D, Technology management, Knowledge management, Innovation management, Business Development, Ventures, Start-ups, Digital economy

C6. Procurement, Purchasing, Logistics, Operations, Manufacturing, Assembly, Business Process Management, Supply Chains, Quality management, Service & support, Operations Research

C7. Economics, Corporate Finance, Financial Accounting, Managerial/Cost Accounting, Tax Law, Tax accounting, Capital markets, Controlling, Banking, Monetary System

C8. Industries – e.g.:
Tourism, Media, Automobile, Internet, Sport, Retailing, FMCG, Telecommunications, Healthcare, Public Sector, Civil Society etc.

Electives:
Students must choose between a minimum of 10 credits and a maximum of 20 credits for electives. Generally, the modules chosen must be appropriate for study within a Master programme in International Management.

Foreign Language:
Students may choose between a minimum of 0 credits and a maximum of 6 credits for a cluster. (The choice of a language is NOT compulsory.) The student may not choose their mother tongue or English.

**** Master Thesis:
It is recommended to do the Masters Thesis abroad as well. The Master thesis should be supervised by any professor working at the HTW Dresden in a field relevant to the Master International Management.