Structure of the study programme

1st semester → 2nd semester → 3rd semester → 4th semester

Curriculum consists of:
> 1 compulsory module
> 4 elective modules

Elective semester
> Practical semester or semester abroad

Master thesis

Modules

winter semester (1st or 2nd semester)

- **Scientific Research Methods**
- **Global Economics and Strategy**
- **Cross Cultural Competencies**
- **Customer Relationship Management**
- **Statistical Methods and Data Science**
- **Digital Business Transformation**
- **Internationales Markenmanagement***
- **Management von Geschäftsprozessen***
- **Coaching for Start-Ups (ACIAS incubator)**

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summer semester (1st or 2nd semester)

- **Mindset and Business Development**
- **Governance & Responsibility**
- **International People & Change Management**
- **International Supply Chain Management**
- **Innovation, Marketing and Sales**
- **Strategische Geschäftsfeldentwicklung***
- **Portfolio Management***
- **Besteuerung der Konzerne und der Konzernfinanzierung***
- **Steuerstrukturen von Investition und Finanzierung***
- **Coaching for Start-Ups (ACIAS incubator)**

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*Teaching language: German

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