### CURRICULUM MBA MASTER OF BUSINESS ADMINISTRATION

**DISTANCE LEARNING, 90 ECTS**

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<td><strong>Leadership</strong></td>
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<td>DLMBIE01-01</td>
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<td><strong>Elective A</strong></td>
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<td><strong>Elective B</strong></td>
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**Total ECTS:** 90

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**Elective A and B:**

- Corporate Finance and Investment
- E-Commerce
- Erfolgsorientiertes Controlling
- Digitale Geschäftsmodule und Change
- Strategisches Marketing und Branding
- Projektmanagement für IT-Projekte
- Management Consulting
- IT Project and Architecture Management
- Supply Chain Management
- IT Governance and Service Management
- Projektmanagement
- Manufacturing Methods Industry 4.0 and Internet of Things
- Strategische Finanzierung
- Product Development and Design Thinking
- Accountancy
- Data Science and Analytics
- Sales, Pricing and Brand Management
- Big Data
- Customer Behaviour and Research
- Wissensintelligente Entscheidung
- Marketing Management
- Business Intelligence
- New Work
- Strategisches Tourismusmanagement
- Personalmanagement und -entwicklung
- Strategisches Luftverkehrsmanagement
- Sales Management
- Strategisches Hotelmanagement
- Customer Journey
- Strategisches Tourismusmanagement
- Human Resource Management Theorie und Praxis
- Health Care Management A
- Kommunikation, Agile und Innovativ Arbeitsmethoden
- Health Care Management B
- Strategic Business Management
- Inmobiliarwirtschaft
- Managing in a Global Economy and Negotiation
- Digital Insurance

**Major (English):**

- International Marketing
- Elective A: Consumer Behaviour and Research
- Elective B: Sales, Pricing and Brand Management
- Finance & Accounting
- Elective A: Corporate Finance and Investment
- Elective B: Accounting
- IT Management
- Elective A: IT Project and Architecture Management
- Elective B: IT Governance and Service Management
- Engineering Management
- Elective A: Manufacturing Methods Industry 4.0 and Internet of Things
- Elective B: Product Development and Design Thinking
- Big Data Management
- Data Science and Analytics
- Elective A: Big Data
- Elective B: Big Data

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You've already planned out exactly how your course schedule should look? Wonderful! The IUBH offers you the flexibility to choose any module you like from any semester. You can work on a number of modules at the same time or one by one.

At the beginning, choose modules that particularly interest you or that you can use directly in your job. This motivates you and gives you success right from the start.