

CURRICULUM MBA MASTER OF BUSINESS ADMINISTRATION
DISTANCE LEARNING, 90 ECTS

Semester			Module	Course Code	Course	ECTS	Type of Exam
FT	PT I	PT II					
1. Semester	1. Semester	1. Semester	Leadership	DLMBLSE01	Leadership	5	Exam
			Innovation and Entrepreneurship	DLMBIE01-01	Innovation and Entrepreneurship	5	Exam
			Corporate Finance	DLMINRE01	Corporate Finance	5	Exam
	2. Semester	2. Semester	International Marketing	DLMMARE01	International Marketing	5	Exam
			Managerial Economics	DLMBME01-01	Managerial Economics	5	Exam
			Performance Measurement	DLMBPM01	Performance Measurement	5	Exam
2. Semester	3. Semester	3. Semester	Strategic Management	DLBMSME01	Strategic Management	5	Exam
			Business Ethics and Corporate Governance	DLMBAEBECG01	Business Ethics and Corporate Governance	5	Written Assignment
			Operations and Information Management	DLMBAEOIM01	Operations and Information Management	5	Case Study
	3. Semester	4. Semester	4. Semester	ELECTIVE A *		e.g. Corporate Finance and Investment	10
ELECTIVE B *					e.g. Data Science and Analytics	10	
3. Semester	4. / 5. / 6.	5. / 6.	Capstone Project	MBCP02	Capstone Thesis	22,5	Capstone Thesis
				MBCP03	Capstone Thesis Defense	2,5	Oral Assignment
Total			90 ECTS				



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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.



* Electives: Choose one module, every elective module can only be chosen once.

FT: Full-Time, 18 months
 PT I: Part-Time I, 24 months
 PT II: Part-Time II, 36 months

Elective A and B:

Corporate Finance and Investment	E-Commerce
Erfolgsorientiertes Controlling	Digitale Geschäftsmodelle 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
Strategisches Finanzmanagement	Product Development and Design Thinking
Accounting	Data Science and Analytics
Sales, Pricing and Brand Management	Big Data
Consumer Behaviour and Research	Künstliche Intelligenz
Kommunikation und Public Relations	Business Intelligence
New Work	Strategisches Tourismusmanagement
Personalgewinnung und -entwicklung	Strategisches Luftverkehrsmanagement
Sales Management	Strategisches Hotelmanagement
Customer Journey	Strategisches Servicemanagement
Human Resource Management: Theorie und Praxis	Health Care Management A
Kommunikation, Agilität und kreative Arbeitsmethoden	Health Care Management B
Managing in a Global Economy and Negotiation	Immobilienwirtschaft
Digital Insurance	

Major (English):

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