

**CURRICULUM MBA MASTER OF BUSINESS ADMINISTRATION**

myStudies, 90 ECTS

Month	Model 1: Programme Start October			Model 2: Programme Start January			Model 3: Programme Start April			Model 4: Programme Start July			
	Courses			Courses			Courses			Courses			
Oct	Leadership	Strategic Management	Innovation and Entrepreneurship										
Nov													
Dec													
Jan	Managerial Economics	Performance Measurement	International Marketing	Managerial Economics	Performance Measurement	International Marketing							
Feb													
Mar													
Apr	Corporate Finance	Business Ethics and Corporate Governance	Operations and Information Management	Leadership	Strategic Management	Innovation and Entrepreneurship	Leadership	Strategic Management	Innovation and Entrepreneurship				
May													
Jun	Semester Break												
Jul	Elective A Course a	Elective A Course b	Elective A Course a	Elective A Course b	Managerial Economics	Performance Measurement	International Marketing	Managerial Economics	Performance Measurement	International Marketing			
Aug													
Sep	Semester Break												
Oct	Elective B Course c	Elective B Course d	Corporate Finance	Business Ethics and Corporate Governance	Operations and Information Management	Corporate Finance	Business Ethics and Corporate Governance	Operations and Information Management	Leadership	Strategic Management	Innovation and Entrepreneurship		
Nov													
Dec													
Jan	Capstone Thesis			Capstone Thesis			Elective A Course a	Elective A Course b	Elective A Course a	Elective A Course b			
Feb													
Mar													
Apr			Elective B Course c	Elective B Course d	Elective B Course c	Elective B Course d	Corporate Finance	Business Ethics and Corporate Governance	Operations and Information Management				
May													
Jun	Semester Break												
Jul							Capstone Thesis			Capstone Thesis			
Aug													
Sep	Semester Break												
Oct										Elective B Course c	Elective B Course d		
Nov													
Dec													



Here you see the order in which you can study your courses in presence depending on your personal study start in October, January, April or July. IU International University of Applied Sciences offers you the flexibility to switch from campus to online studies or the other way around. You decide which semester you want to spend on campus or online. The above is only valid for DACH students. For INT Students: attending the courses on Campus in presence is mandatory and will be verified due to VISA regulations.



Each semester consists of two blocks that conclude with a two-week exam preparation phase. You can also defer those exams to a later date that you do not want to take during this period. This way, your exam phases are always spread evenly over the year. In each block, you attend classes on campus for usually three courses to deepen the content in direct exchange with your fellow students and lecturers. You have semester breaks in June and September.

Electives*					
	Elective A	Elective B		Elective A	Elective B
<b>Artificial Intelligence</b>	Artificial Intelligence a) Artificial Intelligence <sup>1</sup> b) Seminar: AI and Society <sup>1</sup>	AI in Practice c) Use Case and Evaluation <sup>1</sup> d) Seminar: Current Topics in AI <sup>1</sup>		<b>Human Resource Management</b> Human Resource Management: Theory a) Human Resource Management I <sup>1</sup> b) Human Resource Management II <sup>1</sup>	Human Resource Management: Practice c) Talent Management & HR Development <sup>1</sup> d) Project: Human Resources Management <sup>1</sup>
<b>Big Data Management</b>	Data Science and Analytics a) Data Science b) Analytical Software and Frameworks	Big Data c) Data Utilization d) Application Scenarios and Case Studies		<b>Innovation &amp; Entrepreneurship</b> Entrepreneurial Ecosystems a) Innovation and Entrepreneurial Ecosystems <sup>1</sup> b) Entre- and Intrapreneurship <sup>1</sup>	Innovation and Design Lab c) Business Model Design <sup>1</sup> d) Design Thinking <sup>1</sup>
<b>Engineering Management</b>	Manufacturing Methods Industry 4.0 and Internet of Things a) Internet of Things b) Manufacturing Methods Industry 4.0	Product Development and Design Thinking c) Product Development d) Design Thinking		<b>International Marketing</b> Sales, Pricing and Brand Management a) Global Brand Management b) Sales and Pricing	Consumer Behaviour and Research c) International Consumer Behavior d) Applied Marketing Research
<b>E-Sports Management</b>	E-Sports Management a) Introduction to E-Sports-Management <sup>1</sup> b) Project: E-Sport-Management <sup>1</sup>	E-Sports Marketing and Eventmanagement c) Media and Marketingmanagement in E-Sport <sup>1</sup> d) E-Sports-Eventmanagement <sup>1</sup>		<b>IT Management</b> IT Project and Architecture Management a) IT Project Management b) IT Architecture Management	IT Governance and Service Management c) IT Service Management d) IT Governance and Compliance
<b>Finance &amp; Accounting</b>	Corporate Finance and Investment a) Advanced Corporate Finance b) Investment Analysis and Portfolio Management	Accounting c) Advanced Management Accounting & Control d) Current Issues in Accounting		<b>Salesforce</b> Salesforce Consultant Specialization a) Salesforce Administrator and Service Cloud Consultant <sup>1</sup> b) Salesforce Sales Cloud Consultant <sup>1</sup>	Salesforce Sales Specialization c) Sales Management I <sup>1</sup> d) Salesforce Sales Skills <sup>1</sup>
<b>Healthcare Management</b>	Health Systems and Policy a) International Health Systems <sup>1</sup> b) Health Policy and Planning <sup>1</sup>	Economics of Health c) Health Economics <sup>1</sup> d) Healthcare Financing <sup>1</sup>		<b>Supply Chain Management</b> Supply Chain and Sourcing Management a) Global Supply Chain Management <sup>1</sup> b) Supply Chain Risk Management and Controlling <sup>1</sup>	Aspects of International IV c) Managing in a Global Economy <sup>1</sup> d) Seminar: Current Issues in International Management <sup>1</sup>  Internship <sup>2</sup>
Regular (non-Major) Electives					

Course Information				
Module	Course Code	Course	ECTS	Type of Exam
Leadership	DLMBLSE01	Leadership	5	Exam
Strategic Management	DLBMSME01	Strategic Management	5	Exam
Innovation and Entrepreneurship	DLMBIE01-01	Innovation and Entrepreneurship	5	Exam
Managerial Economics	DLMBME01-01	Managerial Economics	5	Exam
Performance Measurement	DLMBPM01	Performance Measurement	5	Exam
International Marketing	DLMMARE01	International Marketing	5	Exam
Corporate Finance	DLMINRE01	Corporate Finance	5	Exam
Business Ethics and Corporate Governance	DLMBABECCG01	Business Ethics and Corporate Governance	5	Written Assignment
Operations and Information Management	DLMBAEIOIM01	Operations and Information Management	5	Case Study
ELECTIVE A*		e.g. Sales, Pricing and Brand Management	10	
ELECTIVE B*		e.g. Product Development and Design Thinking	10	
Capstone Project		Capstone Thesis	22.5	Thesis
		Capstone Thesis Defense	2.5	Thesis Defense

\* Electives: For your MBA 90 you can choose two elective modules with two courses each, amounting to 20 ECTS in total. You can freely choose two electives or follow our suggested elective combinations to major in a specific area. Every elective module can only be chosen once.  
**Note:** Those elective modules where the minimum number of participants is not reached will only be offered online (distance learning). However, IU ensures that there are always electives on campus.

Attention: Attendance times may vary slightly depending on public holidays and the federal state holidays the campus is located in.

If you are studying Model 2 or 4 you will have to start your Capstone Thesis before completing your Elective B courses.

<sup>1</sup> These electives are offered for the first time for a study start in April 2022.  
<sup>2</sup> The elective "Internship" is offered for the first time in October 2022. Please note: By choosing this elective you cannot qualify for the Dual Degree with LSBU.