

CURRICULUM M.A. PRODUCT MANAGEMENT

DISTANCE LEARNING, 120 ECTS credits

Semester			Module	Course Code	Course	ECTS credits	Type of Exam
FT	PT I	PT II					
1. Semester	1. Semester	1. Semester	Leadership	DLMBLSE01-01	Leadership	5	Exam
			Product Discovery and Validation	DLMPROP01	Product Discovery and Validation	5	Exam or Case Study
			International Marketing	DLMMARE01	International Marketing	5	Exam
	2. Semester	2. Semester	Business Model Design	DLMIEEBMD01	Business Model Design	5	Written Assignment
			Advanced Research Methods	DLMARM01	Advanced Research Methods	5	Written Assignment
			Managing Across Borders	DLMINTMAB01_E	Managing Across Borders	5	Exam
2. Semester	3. Semester	3. Semester	Product Lifecycle Management	DLMDTMPLCM01	Product Lifecycle Management	5	Oral Assignment
			Product Delivery and Development	DLMPROPDD01	Product Delivery and Development	5	Exam or Written Assignment
			Sales and Pricing	DLMBSPBE02	Sales and Pricing	5	Exam
	4. Semester	4. Semester	Advanced Growth Hacking	DLMGHAGH01	Advanced Growth Hacking	5	Case Study
			Seminar: Current Issues in Product Management	DLMPROSCPM01	Seminar: Current Issues in Product Management	5	Research Essay
			Project: Customer Discovery and Product Delivery	DLMPROP01	Project: Customer Discovery and Product Delivery	5	Oral Project Report
3. Semester	5. Semester	5. Semester	Quality Management and Sustainability	DLMEMQMS01	Quality Management and Sustainability	5	Exam
			Digital Analytics und Strategies	DLMMDAS01_E	Digital Analytics und Strategies	5	Case Study
	6. Semester	6. Semester	ELECTIVE A*		e.g. Digital Transformation and Product Management	10	
			ELECTIVE B*		e.g. Agile, Social and Creative Methods	10	
4.	6.	8.	Master Thesis		Master Thesis Thesis Defense	27 3	Master Thesis Presentation: Colloquium
Total							
120 ECTS credits							

Elective A

Agile, Social and Creative Methods
Consumer Behavior and Brand Management
Digital Transformation and Product Management
Digitalized Production
Entrepreneurship and Disruptive Innovation

Elective B

Agile, Social and Creative Methods
Big Data Applications
Business Analyst
Content Creation and Storytelling
Consumer Behavior and Brand Management
Data Science and Analytics
Digital Transformation and Product Management
Digitalized Production
E-Commerce
Entrepreneurship and Disruptive Innovation
Innovate and Change
Process Management with Scrum
Project Management with Prince2
Salesforce Consultant Specialization
Supply Chain Management
Social Media Models and Creation
UI/UX Expert



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You've already planned out exactly how your course schedule should look? Wonderful!
The IU International University of Applied Sciences 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.



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

FT: Full-Time, 24 months
PT I: Part-Time I, 36 months
PT II: Part-Time II, 48 months



You can find more information about your degree program in the module handbook on our website.