

**CURRICULUM M.A. PRODUCT MANAGEMENT**

**DISTANCE LEARNING, 120 ECTS**

Semester		Module	Course Code	Course	ECTS	Type of Exam		
FT	PT I / PT II							
1. Semester	1. Semester	Leadership	DLMBLE01-02	Leadership	5	Exam		
		Product Discovery and Validation	DLMPROPDV01	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	DLMARM01-01	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	
			Sales and Pricing	DLMBSPBE02	Sales and Pricing	5	Exam	
			Advanced Growth Hacking	DLMGHAGH01	Advanced Growth Hacking	5	Case Study	
		4. Semester	4. Semester	Seminar: Current Issues in Product Management	DLMPROSCPM01	Seminar: Current Issues in Product Management	5	Research Essay
	4. Semester	5. Semester	5. Semester	Project: Customer Discovery and Product Delivery	DLMPROPD01	Project: Customer Discovery and Product Delivery	5	Oral Project Report
				Quality Management and Sustainability	DLMEMQMS01	Quality Management and Sustainability	5	Exam
				Product Delivery and Development	DLMPROPDD01	Product Delivery and Development	5	Exam or Written Assignment
3. Semester	6. Semester	6. Semester	Digital Analytics und Strategies	DLMADAS01_E	Digital Analytics und Strategies	5	Case Study	
			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	



INTERNATIONAL  
UNIVERSITY OF  
APPLIED SCIENCES



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

**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



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