

Distance Learning

Semester			Module	Module Code	Credit Points	Type of Assessment
FT	PT I	PT II				
1. Semester (Level 7)	1. Semester	1. Semester	Managing in a Global Economy	LIBFEXDLMBGE	15	Exam
			Strategic Management	LIBFEXDLMB SME	15	Exam
			Advanced Research Methods	LIBFWAWADLMARM	15	Written Assessment: Written Assignment
2. Semester (Level 7)	2. Semester	2. Semester	Operations and Information Management	LIBFWACSDLMB AEOIM	15	Written Assessment: Case Study
			Elective A		15	
			Elective B1		15	
	3. Semester	3. Semester	Elective B2		15	
			Elective B3		15	
			Elective B4		15	
	4. Semester		Master Thesis	LIBFMTMMTHE	45	Master Thesis
Total			180			



FT: Full-Time, 12 months
PT I: Part-Time I, 18 months
PT II: Part-Time II, 24 months



The sequence of the modules is to be strictly followed



Electives

Elective A

Seminar: Managing People and Organizations

Specialisms: International Marketing

Elective B

Global Brand Management
Sales and Pricing

International Consumer Behaviour
Applied Marketing Research