

## CURRICULUM MBA MASTER OF BUSINESS ADMINISTRATION

### Campus Studies, 90 ECTS Credits

|       | Model 1: Programme Start October |  |                                       | Model 2: Programme Start January |                        |  | Model 3: Programme Start April        |                      |  | Model 4: Programme Start July         |                      |                        |  |                                       |
|-------|----------------------------------|--|---------------------------------------|----------------------------------|------------------------|--|---------------------------------------|----------------------|--|---------------------------------------|----------------------|------------------------|--|---------------------------------------|
| Month | Courses                          |  |                                       | Courses                          |                        |  | Courses                               |                      |  | Courses                               |                      |                        |  |                                       |
| Oct   | Leadership                       | Strategic Management                     | Innovation and Entrepreneurship       |                                  |                        |  |                                       |                      |  |                                       |                      |                        |  |                                       |
| Nov   |                                  |  |                                       |                                  |                        |  |                                       |                      |  |                                       |                      |                        |  |                                       |
| Dec   |                                  |  |                                       |                                  |                        |  |                                       |                      |  |                                       |                      |                        |  |                                       |
| Jan   | Managerial Economics             | Performance Management                   | International Marketing               | Managerial Economics             | Performance Management | 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   | Lecture-Free Period              |  |                                       |                                  |                        |  |                                       |                      |  |                                       |                      |                        |  |                                       |
| Jul   | Elective A Course a              | Elective A Course b                      |                                       | Elective A Course a              |                        | Elective A Course b                      |                                       | Managerial Economics | Performance Management                   | International Marketing               | Managerial Economics | Performance Management | International Marketing                  |                                       |
| Aug   |                                  |  |                                       |                                  |                        |  |                                       |                      |  |                                       |                      |                        |  |                                       |
| Sep   | Lecture-Free Period              |  |                                       |                                  |                        |  |                                       |                      |  |                                       |                      |                        |  |                                       |
| 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   | Lecture-Free Period              |  |                                       |                                  |                        |  |                                       |                      |  |                                       |                      |                        |  |                                       |
| Jul   |                                  |  |                                       |                                  |                        |  | Capstone Thesis                       |                      |  | Capstone Thesis                       |                      |                        |  |                                       |
| Aug   |                                  |  |                                       |                                  |                        |  |                                       |                      |  |                                       |                      |                        |  |                                       |
| Sep   | Lecture-Free Period              |  |                                       |                                  |                        |  |                                       |                      |  |                                       |                      |                        |  |                                       |
| Oct   |                                  |  |                                       |                                  |                        |  |                                       |                      |  | Elective B Course c                   |                      | Elective B Course d    |  |                                       |
| Nov   |                                  |  |                                       |                                  |                        |  |                                       |                      |  |                                       |                      |                        |  |                                       |
| Dec   |                                  |  |                                       |                                  |                        |  |                                       |                      |  |                                       |                      |                        |  |                                       |

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Here you see the order in which you study your courses in presence depending on your personal study start in October, January, April or July. Each semester consists of two blocks. 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 lecture-free periods in both June and September, which you can spend reviewing and preparing for exams. Attending the courses on campus is mandatory and will be verified due to Visa regulations (not valid for DACH students).

Each block concludes with a two-week exam preparation phase. You can 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. Exceptions to this are courses that count as admission requirements for other courses.

Note: You can already start with your thesis earlier than the designated block, once you have met the minimum amount of credit points required to enter.

| Electives-                      |  |   |  |   |
|---------------------------------|--|---|--|---|
|                                 | Elective A   | Elective B  | Elective A                               | Elective B  |
| <b>Artificial Intelligence</b>  | <i>Artificial Intelligence</i><br>a) Artificial Intelligence<br>b) Seminar: AI and Society   | <i>AI in Practice: Use Cases &amp; Creative Prompting</i><br>c) Use Case and Evaluation<br>d) Project: AI Excellence with Creative Prompting Techniques | <b>Human Resource Management</b>         | <i>Human Resource Management: Practice</i><br>c) Talent Management & HR Development<br>d) Project: Human Resources Management           |
| <b>Big Data Management</b>      | <i>Data Science and Analytics</i><br>a) Data Science<br>b) Analytical Software and Frameworks                                      | <i>Big Data</i><br>c) Data Utilization<br>d) Application Scenarios and Case Studies   | <b>Innovation &amp; Entrepreneurship</b> | <i>Innovation and Design Lab</i><br>c) Business Model Design<br>d) Project: Design Thinking   |
| <b>Engineering Management</b>   | <i>Manufacturing Methods Industry 4.0 and Internet of Things</i><br>a) Internet of Things<br>b) Manufacturing Methods Industry 4.0 | <i>Product Development and Design Thinking</i><br>c) Product Development<br>d) Project: Design Thinking   | <b>International Marketing</b>           | <i>Consumer Behaviour and Research</i><br>c) International Consumer Behavior<br>d) Applied Marketing Research                           |
| <b>E-Sports Management</b>      | <i>E-Sports Management</i><br>a) Introduction to E-Sports-Management<br>b) Project: E-Sport-Management                             | <i>E-Sports Marketing and Eventmanagement</i><br>c) Media and Marketingmanagement in E-Sport<br>d) E-Sports-Eventmanagement                             | <b>IT Management</b>                     | <i>IT Governance and Service Management</i><br>c) IT Service Management<br>d) IT Governance and Compliance                              |
| <b>Finance &amp; Accounting</b> | <i>Corporate Finance and Investment</i><br>a) Advanced Corporate Finance<br>b) Investment Analysis and Portfolio Management        | <i>Accounting</i><br>a) Advanced Management Accounting & Control<br>d) Current Issues in Accounting   | <b>Salesforce and Sales Management</b>   | <i>Sales Management</i><br>c) Sales Management I<br>d) Sales Management II  |
| <b>Healthcare Management</b>    | <i>Health Systems and Policy</i><br>a) International Health Systems<br>b) Health Policy and Planning                               | <i>Economics of Health</i><br>c) Health Economics<br>d) Healthcare Financing  | <b>Supply Chain Management</b>           | <i>Aspects of International Management</i><br>c) Managing in a Global Economy<br>d) Seminar: Current Issues in International Management |
|                                 |  |   | Regular (non-Major) Elective             | <i>Internship</i>   |



- 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.



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



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