

CURRICULUM M.A. MANAGEMENT

Campus Studies, 60 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	Managing in a Global Economy	Strategic Management		Operations and Information Management												
Nov																
Dec																
Jan	Advanced Research Methods		Seminar: Managing People and Organizations		Advanced Research Methods		Seminar: Managing People and Organizations									
Feb																
Mar																
Apr	Elective A Course a	Elective A Course b	Elective B Course c	Elective B Course d	Managing in a Global Economy	Strategic Management		Operations and Information Management	Managing in a Global Economy	Strategic Management		Operations and Information Management				
May																
Jun	Lecture-Free Period															
Jul	Master Thesis				Master Thesis				Advanced Research Methods		Seminar: Managing People and Organizations		Advanced Research Methods		Seminar: Managing People and Organizations	
Aug																
Sep	Lecture-Free Period															
Oct					Elective A Course a	Elective A Course b	Elective B Course c	Elective B Course d	Elective A Course a	Elective A Course b	Elective B Course c	Elective B Course d	Managing in a Global Economy	Strategic Management		Operations and Information Management
Nov																
Dec																
Jan									Master Thesis				Master Thesis			
Feb																
Mar																
Apr													Elective A Course a	Elective A Course b	Elective B Course c	Elective B Course d
May																

Electives~					
	Elective A	Elective B		Elective A	Elective B
Big Data Management	<i>Data Science and Analytics</i> a) Data Science b) Analytical Software and Frameworks	<i>Big Data</i> c) Data Utilization d) Application Scenarios and Case Studies	International Marketing	<i>Sales, Pricing and Brand Management</i> a) Global Brand Man b) Sales and Pricing	<i>Consumer Behaviour and Research</i> c) International Consumer Behavior d) Applied Marketing Research
Engineering Management	<i>Manufacturing Methods Industry 4.0 and Internet of Things</i> a) Internet of Things b) Manufacturing Methods Industry 4.0	<i>Product Development and Design Thinking</i> c) Product Development d) Project: Design Thinking	IT Management	<i>IT Project and Architecture Management</i> a) IT Project Management b) IT Architecture Management	<i>IT Governance and Service Management</i> c) IT Service Management d) IT Governance and Compliance
Finance & Accounting	<i>Corporate Finance and Investment</i> a) Advanced Corporate Finance b) Investment Analysis and Portfolio Management	<i>Accounting</i> c) Advanced Management Accounting & Control d) Current Issues in Accounting	Regular (non-Major) Elective	<i>AI and Mastering AI Prompting</i> a) Artificial Intelligence b) Project: AI Excellence with Creative Prompting Techniques	<i>Internship</i>
Leadership	<i>Leadership and Change</i> a) Leadership b) Change Management	<i>Leadership and Corporate Governance</i> c) Business Ethics and Corporate Governance d) Seminar: Current Issues in Leadership & Management			

~ Electives: For your M.A. Management 60 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.



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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).

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



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



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.