

Modules

Master Programme European Business Studies

2020-02-13

I. Overview

Module No.	Module title	Credits	WSH	Semester	Offered in	Language
1	International Strategy	5	4	2	Summer semester	English
2	Applied Economics	5	4	1	Winter semester	English
3	International Leadership Skills	5	4	2	Summer semester	English
4	Innovation and Entrepreneurship	5	4	2	Summer semester	English
5	European Management Perspectives	5	4	1	Winter semester	English
6	Digital Business Analytics	5	4	1	Winter semester	English
7	Consulting Project	5	4	2	Summer semester	English
8	Digital Applications	5	4	1	Winter semester	English
9	International Sales	5	4	1	Winter semester	English
10	International Supply Chain Management	5	4	1	Winter semester	English
11	Specialization	10	8	2	Summer semester	Details on next page
12	Master Thesis	30	2		Every semester	English
12.1	Master Thesis Seminar	(2)	(2)			English
12.2	Master Thesis written	(25)				English
12.3	Master Thesis oral	(3)				English

II. Major

Module No.	Module title	Credits	WSH	Semester	Offered in	Language
11.1 Management and Finance						
11.1 a)	Financial Risk Management	5	4	2	Summer semester	German
11.1 b)	Advanced Corporate Finance	5	4	2	Summer semester	German
11.2 Management and Marketing						
11.2 a)	Marketing Trends	5	4	2	Summer semester	English
11.2 b)	Institutional Aspects of Marketing	5	4	2	Summer Semester	English
11.3 Management and HR						
11.3 a)	Retention Management and Health Management	5	4	2	Summer semester	German
11.3 b)	Organisational Development and Change Management	5	4	2	Summer semester	German
11.4 Management and Logistics						
11.4 a)	Internal Logistics	5	4	2	Summer Semester	German
11.4 b)	Supply Chain Management	5	4	2	Summer Semester	German