

# Study Programme

## M.A. Business Management EN



HOCHSCHULE DER WIRTSCHAFT  
FÜR MANAGEMENT  
UNIVERSITY OF APPLIED  
MANAGEMENT STUDIES

	1 <sup>st</sup> Semester	2 <sup>nd</sup> Semester	3 <sup>rd</sup> Semester	
Pre-course (optional)	Values, Ethics, and Compliance	Processes and Process Management	International Sales Management	International Sales Management
	System-oriented Management	Intercultural Management	International Marketing and E-Business	
	Management Decisions	Change Management and Organisation Development	International Human Resource Management	People and Culture
	Critical Thinking in Management	Option I Management Internship	New Work and Management in the Digital Working World	
	Communicating and Negotiating in Management	Option II Research Internship	Digital Transformation Management	IT Management
		Option III Practice Project	Data Science, Business Intelligence, and Analytics	
			Master's Thesis	

Career Network @ HdWM

● Soft Skills   ● Specialisations   ● Practical Elements