

INTERNATIONAL MANAGEMENT (M.A.) FOR NON-BUSINESS GRADUATES

	Semester			
	1	2	3	4
MANAGEMENT ESSENTIALS IN A GLOBAL CONTEXT				
Economic Thinking in a Global Context	5 CP			
Finance for Non-Finance Managers	5 CP			
International Business and Contemporary Corporate Challenges	5 CP			
Digital Project Management	5 CP			
Managerial Economics		5 CP		
Marketing in a Global Context		5 CP		
ADVANCED INTERNATIONAL MANAGEMENT				
International Relations & Current World Affairs		5 CP		
Interdisciplinary Team Project I		5 CP		
Interdisciplinary Team Project II			5 CP	
Strategy & Management			5 CP	
Managing Transformation and Change			5 CP	
Leadership and HR in the Context of Global Organizations ⁵				5 CP
Competing in the Global Market: Management Game ⁵				5 CP
INTERCULTURAL & LANGUAGE SKILLS				
German I ¹	5 CP			
German II ²		5 CP		
Intercultural Communication & Competence ³	*			
Foreign Language Skills ^{3,4}		*		
RESEARCH METHODS & EMPIRICAL SKILLS				
Research Methodology	5 CP			
Quantitative & Qualitative Methods for Business		5 CP		
Data Science for Business			5 CP	
Scientific Work in Practice			5 CP	
COMPULSORY ELECTIVE MODULE GROUP - ELECTIVE (CHOOSE 1 OUT OF 7)⁶				
Corporate Finance			5 CP	
Sustainability Management and CSR in a Global Context			5 CP	
Entrepreneurship			5 CP	
Supply Chain Management			5 CP	
Consumer Behavior and Psychology			5 CP	
Strategic Marketing & Brand Management			5 CP	
Internship			5 CP	
MASTER'S ASSESSMENT				
Master's Thesis				20 CP
Total: 120 CP	30 CP	30 CP	30 CP	30 CP

CP = Credit points in accordance with the ECTS

- 1 Students without any German skills need to select this module in their first semester.
- 2 Students without at least A2 German skills need to select this module in their second semester.
- 3 Student with the necessary German skills need to select this module in their first/second semester.
- 4 The module covers Foreign Language Courses I and II, offered in two semesters. Credits will be rewarded after successfully completing both courses. Alternatively, an intensive course can be done.
- 5 The module will be taught in the first seven weeks of the semester.
- 6 The module is assessed with „passed/failed“. No grade will be given.