

1 st semester	CP	2 nd semester	CP
Customer Management	8	Strategic Marketing	8
Value Creation & Price Management		Advanced Market Research	
Customer Relationship Marketing		International Marketing Planning	
Database Marketing		Integrated Brand & Corporate Communication	
Strategy and Governance	4	Economics and Ethics	4
International Strategic Management		International Economics	
Corporate Governance & Compliance		Corporate Social Responsibility	
Value-based Corporate Finance	8		
Advanced Corporate Finance			
Cases in Finance and Management			
CEO Decision Making: Business Simulation			
Corporate Change and Alignment	8		
Consultancy Fields			
Outplacement			
Corporate Restructuring			
Research Methods			4
Qualitative Research Methods		Quantitative Research Methods	
		Master Thesis	16
		Thesis	
		60 Credit Points	

1. Semester	CP	2. Semester	CP	3. Semester	CP
Electives (2 aus / out of 3)					
I: Business Administration					
Business Control	8	Financial Institutions, Accounting & Taxation	8	Value Chain Management	8
Planning & Budgeting		Financial Institutions, Services and Industry		Corporate Procurement	
Controlling: Operational and Organizational Structure		Group Accounting		Corporate Production	
Financial Reporting		Corporate Taxes		Corporate Logistics	
II: Marketing & Sales					
Customer Management	8	Strategic Marketing	8	Sales Management	8
Value Creation & Price Management		Advanced Market Research		Sales Strategies & Operations	
Customer Relationship Marketing		International Marketing Planning		Efficient Customer Response	
Database Marketing		Integrated Brand & Corporate Communication		E-Commerce	
III: HR & Corporate Development					
HR Management	8	HR Development	8	Corporate Change and Alignment	8
Compensation Management		Coaching & Training		Consultancy Fields	
Human Resource Management		Strategic Competence Management		International Change Management & Outplacement	
Human Capital Management		Personnel Development		Corporate Restructuring	
Strategy and Governance	4	Economics and Ethics	4	Risk and Law	4
International Strategic Management		International Economics		International Business Law	
Corporate Governance & Compliance		Corporate Social Responsibility		Risk Management	
Networking	5	Culture	5	Negotiation	5
Network Analysis		Intercultural Competencies		Strategies of Negotiation	
Key Leadership Qualifications		Business Mediation		Balanced Leadership	
Qualitative Research Methods		Quantitative Research Methods		Advanced Statistics	
Learning Leadership	5	International Experience I	5	International Experience II	5
Learning Leadership		International Experience I		International Experience II	
4. Semester					
Practicing Leadership	2	Master Colloquium & Reflection	4	Master Thesis	24
Practicing Leadership		Colloquium		Thesis	
		Reflection			
				120 Credit Points	