

Studiengang

M.A. Business Management

(Variante Business Management & Digital Leadership, 4 Semester, 120 ECTS, englisch, ab WS 22)



1. Semester	2. Semester	3. Semester (with 2 possible combinations: IT + People & Culture or IT + Intern. Sales & Marketing)			4. Semester
		In-depth: IT-Management	In-depth: People and Culture	In-depth: International Sales & Marketing	
Values, Ethics and Compliance (6 ECTS)	Processes and Process Management (6 ECTS)	Digital Transformation Management (6 ECTS)	International Human Resource Management (6 ECTS)	Internationales Sales Management (6 ECTS)	Masterthesis with Masterkolloquium and Article Draft (30 ECTS)
System-Orientated Management (6 ECTS)	Intercultural Management (6 ECTS)	Data Science, Business Intelligence and Analytics (6 ECTS)	New Work and Management in the Digital Working World (6 ECTS)	Internationales Marketing and E-Business (6 ECTS)	
Management Decisions (6 ECTS)	Change Management and Organisation Development (6 ECTS)	Research Methods (6 ECTS)			
Critical Thinking in Management (6 ECTS)	Elective course: Management Internship or Research Internship or Practice Project (12 ECTS)				
Communicating and Negotiating in Management (6 ECTS)					
30 ECTS	30 ECTS	30 ECTS			30 ECTS