

MBA General Management Full-time

60 ECTS · Start in fall & spring term

1st Semester

2nd Semester

Leadership Skills

- Corporate Governance & Business Ethics
- Negotiation, Communication & Executive Presentations
- Cross Cultural Leadership

Future Strategic Challenges

- Strategic & International Management
- Transformation in the Global Environment
- Global Supply Chain Management & Global Sourcing

Marketing

- Strategic Marketing & Current Trends
- Digital Marketing
- Advanced Market Research

Project Management &

Strategic Project 1:

GenAI & Digital Transformation

- Project Management
- Strategic Project: GenAI & Digital Transformation

Finance & Accounting

- Corporate Finance
- Managerial Accounting
- Financial Reporting & Analysis

Innovation

- Innovation Management
- New Business Models
- Design Thinking

IT-enabled Transformation

- Data Science & Business Intelligence
- IT-enabled Information Systems
- IT Management

Strategic Project 2:

Capstone AI & Societal Impact Project

- Strategic Project 2: Capstone AI & Societal Impact Project

Master's thesis

MBA General Management Full-time

90 ECTS · Start in fall & spring term (with study abroad: USA)

1st Semester

Leadership Skills

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- Negotiation, Communication & Executive Presentations
- Cross Cultural Leadership

Future Strategic Challenges

- Strategic & International Management
- Transformation in the Global Environment
- Global Supply Chain Management & Global Sourcing

Marketing

- Strategic Marketing & Current Trends
- Digital Marketing
- Advanced Market Research

Project Management &

Strategic Project 1:

GenAI & Digital Transformation

- Project Management
- Strategic Project: GenAI & Digital Transformation

Finance & Accounting

- Corporate Finance
- Managerial Accounting
- Financial Reporting & Analysis

2nd Semester

Innovation

- Innovation Management
- New Business Models
- Design Thinking

IT-enabled Transformation

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- IT Management

Strategic Project 2:

Capstone AI & Societal Impact Project

- Strategic Project 2: Capstone AI & Societal Impact Project

Master's thesis

3rd Semester

Study abroad (USA)

- Boston University or
City University of Seattle