

# MBA General Management Part-time

60 ECTS · Start in fall & spring term

## 1<sup>st</sup> 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

## 2<sup>nd</sup> Semester

### 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

## 3<sup>rd</sup> Semester

### Master's thesis

Shows the start in the fall semester. If you start in the spring semester, the modules for the semesters will be swapped.

# MBA General Management Part-time

90 ECTS · Start in fall term (study abroad: Asia, Africa, and USA)

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## 3<sup>rd</sup> Semester

### Doing Business in Asia

- Competing in Korea: Technology, Industry, and Global Value Chains
- Designing the Digital Future: Business Strategy in South Korea

### Doing Business in Africa

- Doing Business in Africa: The Moroccan Gateway
- Strategic Management of SMEs and Family Enterprises

## 4<sup>th</sup> Semester

### Current Management Trends (USA)

- Current Management Trends (USA)

### Master's thesis

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- Boston University or  
City University of Seattle

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