

Annex SFB

Studienfachbeschreibung (subject description, SFB) for the subject Management International as a Master's with 1 major with the degree "Master of Science" (120 ECTS credits)

Responsible: Faculty of Business Management and Economics

Examination regulations version: 2024

Course types: \mathbf{E} = field trip, \mathbf{K} = colloquium, \mathbf{O} = conversatorium, \mathbf{P} = placement/lab course, \mathbf{R} = project, \mathbf{S} = seminar, \mathbf{T} = tutorial, $\ddot{\mathbf{U}}$ = exercise, \mathbf{V} = lecture
Term: SS = summer semester, WS = winter semester
Methods of grading: NUM = numerical grade, B/NB = (not) successfully completed
Regulations: (L)ASPO = general academic and examination regulations (for teaching-degree programmes), FSB = subject-specific provisions, SFB = list of modules
Other: A = thesis, LV = course(s), PL = assessment(s), TN = participants, VL = prerequisite(s)
Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not cre- ditable for bonus.
Should there be the option to choose between several methods of assessment, the lecturer will agree with the module coordinator on the me- thod of assessment to be used in the current semester by two weeks after the start of the course at the latest and will communicate this in the customary manner.
Should a module comprise more than one graded assessment, all assessments will be equally weighted, unless otherwise stated below.
Should the assessment comprise several individual assessments, successful completion of the module will require successful completion of all individual assessments.

In accordance with the general regulations governing the degree subject described in this module catalogue:

ASPO2015

associated official publications (FSB (subject-specific provisions)/SFB (list of modules)):

22-Nov-2023 (2023-92)

This module handbook seeks to render, as accurately as possible, the data that is of statutory relevance according to the examination regulations of the degree subject. However, only the FSB (subject-specific provisions) and SFB (list of modules) in their officially published versions shall be legally binding. In the case of doubt, the provisions on, in particular, module assessments specified in the FSB/SFB shall prevail.

Every module will be described using the following form:

Abbreviation	Module title									
	ECTS		Duration	(in semesters)	Method of grading		Module level			
	Courses		To be spe	e specified in the form X (y) with course type X abbreviated as specified above and number of weekly contact hours y						
	Method of as	ssessme	ent							
	Only after su completion of		l if applica	ble						
	Other prereq	uisites	if applica	ble						
	Participants on of places		ocati- if applica	ble						
	Additional information		on if applica	if applicable						
	Referred to in	n LPO I	if applica	ble (examination re	gulations for teaching	g-degree programmes)				

Compulsory core e	Compulsory core electives 1: Core (60 ECTS credits)									
Management (20 E	CTS credits)									
12-M-UA-242-m01	Financial Analy	ysis								
	ECTS 5	Duration	1 I	1 semester	Method of grading	numerical grade	Modul level	graduate		
	Courses			/ (2) + Ü (2) Module taught in: English						
	Method of ass	essment	Langu	written examination (approx. 60 to 120 minutes) Language of assessment: English creditable for bonus						
12-M-SM-242-m01	Marketing Res	earch								
	ECTS 5	Duration	1 I	1 semester	Method of grading	numerical grade	Modul level	graduate		
	Courses			/ (2) + Ü (2) Module taught in: English						
	Method of ass	essment	b) tern Langu) written examination (approx. 60-120 minutes) or) term paper (15-20 pages) anguage of assessment: English reditable for bonus						
12-M-UGF2-182-	Corporate Stra	itegy								
m01	ECTS 5	Duration	1 I	1 semester	Method of grading	numerical grade	Modul level	graduate		
	Courses		V (2) + Ü (2) Module taught in: English							
	Method of ass	essment	a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candicat each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes) tes) Language of assessment: English							
12-M-AOLM-182-	Advanced Operations & Logistics Management									
m01	ECTS 5	Duration	1	1 semester	Method of grading	numerical grade	Modul level	graduate		
	Courses			V (2) + Ü (2) Module taught in: English						
	Method of ass	essment	Langu	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: English creditable for bonus						
12-M-HRM-242-	Human Resour	ce Manag	gement	and Industrial Rela	ations					
m01	ECTS 5	Duration	1 I	1 semester	Method of grading	numerical grade	Modul level	graduate		
	Courses			V (2) + Ü (2) Module taught in: English						
	Method of assessment		b) tern	ten examination (a n paper (approx. 15 age of assessment:		r				
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12-M-STM1-242-	Select	ed Topi	cs in Mana	ageme	nt 1						
mo1	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level			
	Courses				' (2) + Ü (2) Nodule taught in: English						
	Metho	Method of assessment			a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus						
12-M-STM2-242-	Select	Selected Topics in Management 2									
m01	ECTS 5 Duratio			n	1 semester	Method of grading	numerical grade	Modul level			
	Courses				/ (2) + Ü (2) Nodule taught in: English						
	Method of assessment			b) ter c) pre Lang Asse	a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus						
Economics (15 EC	S credits	5)		• •							
12-M-SDC-182-	Strates	Strategic Decisions and Competition									
m01	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate		
	Course	es		V (2) + Ü (2) Module taught in: English							
	Metho	d of ass	sessment	a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) Language of assessment: English creditable for bonus							
12-M-BEC-222-	Behavi	ioral Eco	onomics								
m01	ECTS	5	Duratio		1 semester	Method of grading	numerical grade	Modul level	graduate		
	Courses			V (2) + Ü (2) Module taught in: English							
	Method of assessment			b) tei Lang Asse	m paper (15 page uage of assessme	s)					

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12-M-AO-222-m01	Incentives in Organizations										
	ECTS 5	5 Du	ation	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Courses			V (2) + Ü (2)							
				dule taught in: Engli							
	Method o	ofassessm		a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)							
				Language of assessment: English							
12-M-OEDT-231-	Organizational Economics and Digital Transformation										
m01	ECTS 5 Duratio			1 semester	Method of grading	numerical grade	Modul level				
	Courses			V (2) + Ü (2) Module taught in: English							
	Method o	of assessm	Lan	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Creditable for bonus							
12-M-ITMF-242-	International Trade and the Multinational Firm										
m01	ECTS 5 Duratio		ation	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Courses			V (2) + Ü (2) Module taught in: English							
	Method o	of assessm	b) t c) p Lan Ass	a) written examination (approx. 60-90 minutes) or b) term paper (approx. 15 pages) or c) portfolio (approx. 50 hours) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus							
12-M-EG1-242-m01	Monetary	y Policy an	d the Fin	ancial System							
	ECTS 5	5 Du	ation	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Courses			V (2) + Ü (2) Module taught in: English							
	Method of assessment			a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus							

12-M-STE-242-m01	Selected To	Selected Topics in Economics										
	ECTS 5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level					
	Courses			V (2) + Ü (2) Module taught in: English								
	Method of a	assessment	b) terr c) pre Langu Asses	a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus								
Data Analytics (15 I	ECTS credits		_									
12-M-BI-242-m01		Analytical Information Systems										
	ECTS 5	Duratio		1 semester	Method of grading	numerical grade	Modul level					
	Courses		Mòdu	/ (2) + Ü (2) Nodule taught in: English								
	Method of a	assessment	Langu	n examination (app lage of assessment: able for bonus								
12-M-DSS-242-	Decision Support Systems											
m01	ECTS 5 Durat			1 semester	Method of grading	numerical grade	Modul level	graduate				
	Courses		V (2) - Modu	⊦ Ü (2) le taught in: English	1							
		assessment	b) ora minut Langu credit	a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Language of assessment: English creditable for bonus								
12-M-TDS-242-m01												
	ECTS 5	Duratio		1 semester	Method of grading	numerical grade	Modul level	graduate				
	Courses		Modu	V (2) + Ü (2) Module taught in: English								
	Method of a	assessment	b) teri Langu Asses	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus								

12-M-PEM-242-	Policy and Management Evaluation Methods										
m01	ECTS 5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Courses			+ Ü (2)			·				
				Nodule taught in: English							
	Method of	fassessment		a) written examination (approx. 60 minutes) or							
				b) term paper (approx. 15 pages) Language of assessment: English							
				creditable for bonus							
12-M-0E1-242-m01	Economet	rics 1									
	ECTS 5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Courses		V (2) -	$(2) + \ddot{U}(2)$							
				odule taught in: English							
	Method of	fassessment) written examination (approx. 60 minutes) or							
				b) term paper (approx. 15 pages) Language of assessment: English							
				able for bonus							
12-M-STDA-242-	Selected Topics in Data Analytics										
mo1	ECTS 5 Duratio		n	1 semester	Method of grading	numerical grade	Modul level				
	Courses		V (2) -								
				Module taught in: English							
	Method of	fassessment		a) written examination (approx. 60-120 minutes) or							
				b) term paper (15-20 pages) or c) presentation (30-45 minutes)							
				lage of assessment:							
					ie semester in which	the course is offered					
			credit	creditable for bonus							
Research & Commu	nication (1	o ECTS credit	s)								
12-M-BUC-242-	Communi	cation in Busi	ness ar	d Economics							
m01	ECTS 5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Courses		V (2) + Ü (2)								
				Module taught in: English							
	Method of	fassessment		written examination (approx. 60 minutes)							
				age of assessment: able for bonus	: English						
			Lieun								

12-M-SC-242-m01	Research in Management											
	ECTS	5	Duratio	1	1 semester	Method of grading	numerical grade	Modul level				
	Cours	es		V (2) Modu	le taught in: English							
	Metho	od of ass	essment	Langu	erm paper (approx. 15 pages) and presentation (approx. 15 minutes) (weighted 2:1) anguage of assessment: English creditable for bonus							
12-M-STC-242-m01	Selected Topics in Research & Communication											
	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level				
	Cours	es			(2) + Ü (2) Nodule taught in: English							
	Method of assessment			b) terr c) pre Langu Asses	a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus							
Compulsory core el	lectives	2: Tracl	(30 ECTS	5 credit	s)							
Track 1: Finance &	Accoun	ting (30	ECTS crea	lits)								
Core Electives (20 I	ECTS cr	edits)										
12-M-GA-242-m01	Group Accounting											
	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level				
	Cours	es			V (2) + Ü (2) Module taught in: English							
	Metho	od of ass	essment	written examination (approx. 90 minutes) Language of assessment: English creditable for bonus								
12-M-AFA-242-m01	Advan	ced Fina	ncial Acc	ounting	unting							
	ECTS 5 Duration			1 semester	Method of grading	numerical grade	Modul level					
	Cours	es			V (2) + Ü (2) Module taught in: English							
	Metho	od of ass	essment	Langu	written examination (approx. 60 minutes) Language of assessment: English creditable for bonus							

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12-M-RE-	Acco	Accounting and Capital Markets										
KA-242-m01	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Cour	ses		V (2) - Modu	⊦ Ü (2) le taught in: Engli	sh						
	Meth	od of a	assessment	b) teri Langu	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus							
12-M-SP-242-m01	Tax F	Plannin	g									
	ECTS 5 Duratio				1 semester	Method of grading	numerical grade	Modul level	graduate			
	Cour	ses			(2) + Ü (2) odule taught in: English							
	Meth	od of a	assessment	b) teri Langu	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus							
12-M-CF2-242-m01	Portfolio and Capital Market Theory											
	ECTS 5 Duration		n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Cour	ses			V (2) + Ü (2) Module taught in: English							
	Meth	od of a	assessment	a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus								
12-M-TFA1-242-	Торіо	s in Fi	nance & Acc	ountin	g 1							
m01	ECTS	5	Duratio		1 semester	Method of grading	numerical grade	Modul level				
	Courses		V (2) - Modu	⊦ Ü (2) le taught in: Engli	sh							
	Method of assessment			b) terr c) pre Langu Asses	a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus							

12-M-TFA2-242-	Topics	in Finar	nce & Acc	ountin	g 2						
m01	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level			
	Course	S			+ Ü (2)						
	NA (1				lle taught in: Engli		``				
	Method	d of ass	essment			(approx. 60-120 minute ges) or	es) or				
				c) pre	b) term paper (15-20 pages) or c) presentation (30-45 minutes)						
					Language of assessment: English						
					Assessment offered: In the semester in which the course is offered creditable for bonus						
Seminar (10 ECTS	credits)			1							
12-M-AS-	Advand	ed Sem	ninar: Fina	ince &	Accounting						
FA-242-m01	ECTS	10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level			
	Course	S		S (2) Modu	S (2) Module taught in: English						
	Methoo	d of ass	essment	term paper (approx. 20-25 pages) and presentation (approx. 20 minutes) (weighted 2:1) Language of assessment: English							
Track 2: Operation	ns & Infoi	rmation	Manager	nent (3	o ECTS credits)						
Core Electives (20	ECTS cre	dits)									
12-M-GL-	Global Logistics & Supply Chain Management										
SC-182-m01	ECTS	5	Duratio		1 semester	Method of grading	numerical grade	Modul level	graduate		
	Course	S		V (2) + Ü (2) Module taught in: English							
	Methoo	d of ass	essment	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages) Language of assessment: English creditable for bonus							
12-M-SMGS-242-	Strateg	gic Man	agement	of Glol	oal Supply Chains						
m01	ECTS	5	Duratio		1 semester	Method of grading	numerical grade	Modul level	graduate		
	Course	S			V (2) + Ü (2) Module taught in: English						
	Method	d of ass	essment	Langi	n examination (ap uage of assessmen table for bonus						

12-M-EAI-242-m01	Enterpr	Enterprise Al											
	ECTS	5	Duratio	n	1 semester	Method of grading numerical grade	Modul level						
	Courses	5	-	V (2) + Ü (2) Module taught in: English									
	Method	l of asse	essment	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes) or d) portfolio (approx. 50 hours) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus									
	Particip cation c			follow (1) Stu sidera a. Amo numbo b. Who places c. Amo (2) An chair.	s: idents who already ition. ong applicants with er of ECTS credits a en places are alloca s will be allocated a ong applicants with y remaining places The selection is ma	have successfully completed courses offered by the same number of successfully completed mo chieved in the corresponding modules. ated in accordance with 1.b) and the number of a uccording to the average grade of assessments ta the same average grade, places will be allocate are available to students who have not yet succe ade according to study progress (number of seme							

12-M-ATDS-242-												
m01	ECTS	5	Duration	1 semester	Method of grading numerical grade	Modul level	graduate					
	Course	S		V (2) + Ü (2) Module taught in: Engl	ish							
	Methoc	d of ass	essment	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) portfolio (approx. 50 hours) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus								
	Particip cation o			Number of places: 35. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with 1.b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of								
12-M-SCC-242-	semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available. Seminar: Supply Chain Competition											
m01	ECTS	5	Duration	n 1 semester	Method of grading numerical grade	Modul level	graduate					
	Courses			S (2) Module taught in: English								
	Method	d of ass	essment	term paper (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1 Language of assessment: English Assessment offered: Once a year, winter semester								
	Particip cation o			 Number of places: 12. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the supervising chair will be given preferential consideration. a. Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in the corresponding modules. b. When places are allocated in accordance with 1.b) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken in the corresponding courses. c. Among applicants with the same average grade, places will be allocated by lot. (2) Any remaining places are available to students who have not yet successfully completed any courses of the supervising chair. The selection is made according to study progress (number of semesters); among applicants with the same number of semesters, places will be allocated by lot. A waiting list will be maintained and places re-allocated as they become available. 								

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12-M-MUS-242-	Mob	Mobile and Ubiquitous Business												
m01	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate					
	Cour	ses			V (2) + Ü (2) Module taught in: English									
	Meth	nod of as	sessment	b) ora minut Langu	a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: English creditable for bonus									
12-M-ITM-242-m01	IT-M	anagem	ent											
	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate					
	Cour	ses		V (2) + Modu	- Ü (2) le taught in: English	1								
	Method of assessment			a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: English creditable for bonus										
12-M-IBS-242-m01	E-Bu	siness S	trategies											
	ECTS	5	Duratio		1 semester	Method of grading	numerical grade	Modul level	graduate					
	Courses			V (2) + Ü (2) Module taught in: English										
	Meth	od of as	sessment	b) ora minut Langu	l examination (one			of 2: approx. 20 I	minutes; groups of 3: approx. 30					
12-TOF1-242-m01	Торі	cs in Op	erations &	Information Management 1										
	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level						
	Courses			V (2) + Ü (2) Module taught in: English										
	Method of assessment			a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus										

12-TOF2-242-m01	Topic	Topics in Operations & Information Management 2												
Ī	ECTS 5 D		Duratio	n 1 semester Method of grading numerical grade			Modul level							
	Cours	es	•	V (2) -				•						
				Modu	le taught in: English									
	Meth	od of ass	essment			prox. 60-120 minute	es) or							
					n paper (15-20 page									
					sentation (30-45 min lage of assessment:									
							the course is offered							
					able for bonus									
Seminar (10 ECTS o	Seminar (10 ECTS credits)													
12-M-ASOI-242-	Adva	Advanced Seminar: Operations & Information Management												
m01	ECTS	10	Duratio	n	1 semester	Method of grading	numerical grade	Modul level						
	Cours	ses		S (2)	le tought in English									
	Moth	ad of acc	essment	Module taught in: English										
	meth	00 01 dSS	essment	term paper (approx. 20-25 pages) and presentation (approx. 20 minutes) (weighted 2:1) Language of assessment: English										
Track 3: Marketing	& Ent	repreneu	rship (30	ECTS ci	redits)									
Core Electives (20	ECTS c	redits)												
12-M-IMM-242-	Sales	Sales and Communications Management												
m01	ECTS	5	Duratio		1 semester	Method of grading	numerical grade	Modul level	graduate					
	Cours	ses		$V(2) + \ddot{U}(2)$										
				Module taught in: English										
	Meth	od of ass	essment	a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages)										
				Language of assessment: English										
				creditable for bonus										
12-M-PIPM-242-	Prod	ıct Innov	ation and	Price Management										
m01	ECTS	5	Duratio	1	1 semester	Method of grading	numerical grade	Modul level						
	Cours	ies		V (2) + Ü (2)										
					le taught in: English									
	Meth	od of ass	essment			prox. 60-120 minute	es) or							
					n paper (15-20 page age of assessment:									
					able for bonus									

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12-M-UGF1-242-	Corporate Er	trepreneur	ship ar	ship and Innovation								
m01	ECTS 5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Courses			V (2) + Ü (2) Module taught in: English								
	Method of as	ssessment	b) teri c) ora nutes	a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candicate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 mi- nutes, groups of 3 approx. 30 minutes) Language of assessment: English								
12-M-UGF3-242-	Digital Entre	preneurshi	p and [Digital Transformati	on							
m01	ECTS 5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Courses			+ Ü (2) le taught in: Englisł	ı							
	Method of as	ssessment	a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) Language of assessment: English									
12-M-MA-242-m01	Marketing Analytics											
	ECTS 5	Duratio		1 semester	Method of grading	numerical grade	Modul level					
	Courses		V (2) + Ü (2) Module taught in: English									
	Method of as	ssessment	a) written examination (approx. 60 to 120 minutes) or b) term paper (15-20 pages) Language of assessment: English creditable for bonus									
12-M-TME1-242-	Topics in Ma	rketing & E	ntrepreneurship 1									
m01	ECTS 5	Duratio		1 semester	Method of grading	numerical grade	Modul level					
	Courses		V (2) + Ü (2) Module taught in: English									
	Method of a	ssessment	a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus									

12-M-TME2-242-	Topics	in Mark	eting & E	ntrepr	eneurship 2					
m01	ECTS	5	Duratior	n	1 semester	Method of grading	numerical grade	Modul level		
	Course	25			V (2) + Ü (2) Module taught in: English					
	Metho	d of asse	essment	a) written examination (approx. 60-120 minutes) or b) term paper (15-20 pages) or c) presentation (30-45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus						
Seminar (10 ECTS o	redits)									
12-M-AS-	Advan	ced Sem	inar: Mar	keting & Entrepreneurship						
ME-242-m01	ECTS	ECTS 10 Duratio		n	1 semester	Method of grading	numerical grade	Modul level		
	Courses			S (2) Module taught in: English						
	Metho	d of asse	essment	term paper (approx. 20-25 pages) and presentation (approx. 20 minutes) (weighted 2:1) Language of assessment: English						
Thesis (30 ECTS cro	edits)									
12-M-MT-	Master	r-Thesis	Manager	ment International						
MI-242-m01	ECTS	30	Duratior	n	1 semester	Method of grading	numerical grade	Modul level		
	Course	es		No courses assigned to module						
	Method of assessment			Master's thesis (approx. 6o to 8o pages) Assessment offered: Ongoing, after consultation with supervisor and registration Language of assessment: English						
	Additio	onal Info	rmation	Time	to complete: 6 mont	hs				