

## **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

Abbreviations used: Course types: **E** = field trip, **K** = colloquium, **O** = conversatorium, **P** = placement/lab course, **R** = project, **S** = seminar, **T** = tutorial, **Ü** = exercise, **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)

Conventions for the modules in this SFB:

Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not creditable for bonus.

Information on assessment procedures:

Should there be the option to choose between several methods of assessment, the lecturer will agree with the module coordinator on the method 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:

## ASP02015

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 sp	o be specified in the form X (y) with course type X abbreviated as specified above and number of weekly contact hours y									
	Method of as	sessm	ent										
	Only after su completion o		ıl if applic	fapplicable									
	Other prereq	uisites	if applic	able									
	Participants on of places		ocati- if applic	able									
	Additional in	format	ion if applic	able									
	Referred to in	1 LPO I	if applic	able (examination re	gulations for teachin	g-degree programmes)							

Compulsory core electives 1: Core (60 ECTS credits)												
Management (20 E	CTS credits)											
12-M-UA-242-m01	Financial Ana	lysis										
	ECTS 5	Duratio		er	Method of grading	numerical grade	Modul lev	el graduate				
	Courses		V (2) + Ü (2) Module taught	in: English								
	Method of ass	sessment	written examination (approx. 60 to 120 minutes) Language of assessment: English creditable for bonus									
12-M-SM-242-m01	Marketing Re	search										
	ECTS 5	Duratio		er	Method of grading	numerical grade	Modul lev	el graduate				
	Courses			/ (2) + Ü (2) Module taught in: English								
	Method of ass	sessment	a) written exam b) term paper (a Language of ass creditable for b	15-20 page sessment:		s) or						
12-M-UGF2-182-	Corporate Str	ategy										
mo1	ECTS 5 Duration			er	Method of grading	numerical grade	Modul lev	el graduate				
	Courses		V (2) + Ü (2) Module taught	in: English								
	Method of ass	sessment	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 minutes, groups of 3 approx. 30 minutes)  Language of assessment: English									
12-M-AOLM-182-	Advanced Op	erations &	Logistics Manag	gement								
mo1	ECTS 5	Duratio	1 semest	er	Method of grading	numerical grade	Modul lev	el graduate				
	Courses		V (2) + Ü (2) Module taught	in: English								
	Method of ass	sessment	a) written exam Language of ass creditable for b	sessment:		b) term paper (ap	prox. 15 to 20 pages)					
12-M-HRM-242-	Human Resou	ırce Manag	gement and Indu	strial Rela	tions							
m01	ECTS 5	Duration		er	Method of grading	numerical grade	Modul lev	el graduate				
	Courses		V (2) + Ü (2) Module taught in: English									
	Method of ass	sessment	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English									

12-M-STM1-242-	Selecte	d Topic	s in Man	ageme	nt 1						
mo1	ECTS	5	Duratio	n	1 semester	Method of grading numeri	cal grade	Modul level			
	Courses	S			+ Ü (2) le taught in: Engli	sh		-			
	Method	l of ass	essment	b) ter c) pre Langu Asses	) written examination (approx. 60-120 minutes) or ) term paper (15-20 pages) or ) presentation (30-45 minutes) anguage of assessment: English assessment offered: In the semester in which the course is offered reditable for bonus						
12-M-STM2-242-	Selecte	d Topic	s in Mana	ageme	nt 2						
mo1	ECTS	5	Duratio		1 semester	Method of grading numeri	cal grade	Modul level			
	Courses	S		V (2) + Ü (2) Module taught in: English							
	Method of assessment			b) ter 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						
Economics (15 ECT	S credits	)									
12-M-SDC-182-	Strateg	ic Deci	sions and	Comp	etition						
mo1	ECTS	5	Duratio	n	1 semester	Method of grading numeri	cal grade	Modul level	graduate		
	Courses	S			+ Ü (2) le taught in: Engli	sh					
	Method	l of ass	essment	Langu	tten examination uage of assessmer able for bonus	(approx. 60 to 120 minutes) or nt: English	b) term paper (15 to 20	o pages)			
12-M-BEC-222-	Behavio	oral Ecc	nomics								
mo1	ECTS	5	Duratio		1 semester	Method of grading numeri	cal grade	Modul level	graduate		
	Courses	S		V (2) + Ü (2) Module taught in: English							
	Method of assessment			a) written examination (approx. 60 minutes) or b) term paper (15 pages) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus							

12-M-AO-222-m01	Incenti	ves in C	) Prganizati	ons		·	,						
	ECTS	5	Duration	n .	1 semester	Method of grading   numerical grade	Modul level	graduate					
	Course	S		V (2) -			·						
					le taught in: English								
	Method	d of ass	essment		a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)								
					in paper (approx. 15 lage of assessment								
12-M-OEDT-231-	Organi	Organizational Economics and Digital Transformation											
mo1	ECTS	5	Duration	1	1 semester	Method of grading numerical grade	Modul level						
	Courses				/ (2) + Ü (2) Module taught in: English								
	Method	d of ass	essment	Langu	written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) nguage of assessment: English editable for bonus								
12-M-ITMF-242-	International Trade and the Multinational Firm												
mo1	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 assessment			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			cy and the	Finan	cial System								
	ECTS	5	Duration		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	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	Select	ed Topic	s in Econ	omics				,					
	ECTS	5	Duration	n	1 semester	Method of grading	numerical grade	Modul level					
	Course	·S		V (2) + Modu	- Ü (2) le taught in: English			,					
	Metho	d of asse	essment	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 B	CTS cre	edits)											
12-M-BI-242-m01		ical Info	rmation S	System	s								
	ECTS	5	Duration		1 semester	Method of grading	numerical grade	Modul level					
	Course			V (2) + Modu	- Ü (2) le taught in: English								
	Metho	d of asse	essment	written examination (approx. 60 minutes) Language of assessment: English creditable for bonus									
12-M-DSS-242-	Decision Support Systems												
mo1	ECTS	5	Duration		1 semester	Method of grading	numerical grade	Modul level	graduate				
	Courses			V (2) + Ü (2) Module taught in: English									
	Metho	d of asse	essment	b) ora minut Langu	l examination (one o			roups of 2: approx. 20 n	ninutes, groups of 3: approx. 30				
12-M-TDS-242-m01	Applie	d Data A	nalysis a	nd Mad	hine Learning								
	ECTS	5	Duration		1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	S			le taught in: English								
	Method of assessment			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 a	and Ma	nagemen	t Evalu	ation Methods		,					
mo1	ECTS	5	Duratio	n	1 semester	Method of grading numerical grad	le N	lodul level	graduate			
	Course	S		V (2) - Modu	+ Ü (2) le taught in: English	1						
	Method	d of ass	essment	b) ter Langu	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus							
12-M-OE1-242-mo1	Econon	netrics :	1		'		'					
	ECTS	5	Duratio	n	1 semester	Method of grading numerical grad	le N	lodul level	graduate			
	Course				le taught in: English							
	Method	d of ass	essment	b) ter Langu	tten examination (a m paper (approx. 15 lage of assessment: able for bonus							
12-M-STDA-242-	Selected Topics in Data Analytics											
mo1	ECTS	5	Duratio		1 semester	Method of grading   numerical grad	le N	lodul 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								
Research & Commu	ınicatior	n (10 EC	TS credits	s)								
12-M-BUC-242-	Commu	ınicatio	n in Busi	ness ar	nd Economics							
mo1	ECTS	5	Duratio		1 semester	Method of grading   numerical grad	le N	lodul level	graduate			
	Courses			V (2) + Ü (2) Module taught in: English								
	Method of assessment			written examination (approx. 60 minutes) Language of assessment: English creditable for bonus								

12-M-SC-242-m01	Resear	ch in M	anageme	nt	,									
	ECTS	5	Duratio	1	1 semester	Method of grading	numerical grade	Modul level						
	Course	S	·	V (2)				,						
					le taught in: Engl			\						
	Method	d of ass	essment	Langi	paper (approx. 15 uage of assessme table for bonus		on (approx. 15 minutes	i) (weighted 2:1)						
12-M-STC-242-m01	Selected Topics in Research & Communication													
	ECTS	5	Duratio	า	1 semester	Method of grading	numerical grade	Modul level						
	Courses				+ Ü (2) ıle taught in: Engl	ish								
	Method	d of ass	essment	b) ter c) pre Langu Asses	m paper (15-20 pa esentation (30-45 uage of assessme	minutes)								
Compulsory core el	ectives	tives 2: Track (30 ECTS credits)												
Track 1: Finance & A	Accounti	ccounting (30 ECTS credits)												
Core Electives (20 E	CTS cre	dits)												
12-M-GA-242-m01	Group A	Account	ting											
	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level						
	Course	S	,		+ Ü (2) ıle taught in: Engl	ish								
	Method	d of ass	essment	Langu	en examination (a luage of assessme table for bonus	pprox. 90 minutes) nt: English								
12-M-AFA-242-m01	Advanc	ed Fina	ncial Acc	ountin	g			'						
	ECTS	5	Duration	า	1 semester	Method of grading	numerical grade	Modul level						
	Course	S		V (2) + Ü (2) Module taught in: English										
	Method	d of ass	essment	Langu	n examination (a uage of assessme table for bonus	pprox. 6o minutes) nt: English								

12-M-RE-	Accoun	ting an	d Capital	Marke	ts							
KA-242-m01	ECTS	5	Duratio	n	1 semester	Method of grading numerical grade	Modul level	graduate				
	Course	S		V (2) - Modu	+ Ü (2) le taught in: Englisl	1						
	Method	d of ass	essment	b) ter 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 Pla	nning										
	ECTS	5	Duratio	n	1 semester	Method of grading numerical grade	Modul level	graduate				
	Course	S		Modu	+ Ü (2) le taught in: Englisl							
	Method	d of ass	essment	ment 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				
	Course	S			V (2) + $\ddot{\text{U}}$ (2) Module taught in: English							
	Method of 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-	Topics	in Finar	ice & Acc	ounting	g 1							
mo1	ECTS	5	Duratio	n	1 semester	Method of grading numerical grade	Modul level					
	Course	S			+ Ü (2) le taught in: Englisl	1						
	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-TFA2-242-	Topics	in Fina	nce & Acc	ountin	g 2	-						
mo1	ECTS	5	Duratio	n	1 semester	Method of grading   numerical grade	Modul level					
	Course	S			+ Ü (2) ıle taught in: English		,					
	Method	d of ass	essment	b) ter 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							
Seminar (10 ECTS o												
12-M-AS-	Advanc	ed Sen	ninar: Fina	nce &	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							
	Method	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	s & Infor	mation	Manager	nent (3	o ECTS credits)							
Core Electives (20	ECTS cre	dits)										
12-M-GL-	Global	Logisti	cs & Supp	ly Cha	in Management							
SC-182-m01	ECTS	5	Duratio		1 semester	Method of grading numerical grade	Modul level	graduate				
	Course	S			+ Ü (2) ıle taught in: English	ı						
	Method	d of ass	essment	Langu	tten examination (a uage of assessment: table for bonus	pprox. 60 minutes) or b) term paper (approx. 15 t English	o 20 pages)					
12-M-SMGS-242-	Strateg	ic Man	agement	of Glob	oal Supply Chains							
mo1	ECTS	5	Duratio		1 semester	Method of grading numerical grade	Modul level	graduate				
	Course	S		V (2) + Ü (2) Module taught in: English								
	Method of assessment			written examination (approx 60 minutes) Language of assessment: English creditable for bonus								

12-M-EAI-242-m01	Enterpr	Enterprise Al												
	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level						
	Course	S	•	V (2) + Modu	- Ü (2) le taught in: Englisl	n								
	Method	d of asso	essment	b) terr c) ora d) por Langu Asses	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									
		oants an		follow (1) Stu sidera a. Am numb b. Wh places c. Am (2) An chair.	rs:  udents who already ution.  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 con the same number of chieved in the corresp ated in accordance with according to the avera to the same average grant are available to stude ade according to stude	mpleted courses offered by the successfully completed mode ponding modules. (th 1.b) and the number of appage grade of assessments take ade, places will be allocated bents who have not yet success y progress (number of semest)	ne supervising char ules, places will be plications exceeds on in the correspo by lot. sfully completed a ers); among appl	ces, places will be allocated as air will be given preferential conce allocated according to the total of the number of available places, anding courses.  any courses of the supervising icants with the same number of cated as they become available.					

12-M-ATDS-242-	Topics in Data Science											
mo1	ECTS	5	Duration	n 1 semester	Method of g	rading   numerical grad	е	Modul level	graduate			
	Course	S		V (2) + Ü (2) Module taught in: E	nglish							
	Method	d of ass	sessment	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 (		es	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											
mo1	ECTS	5	Duration	1 semester	Method of g	rading   numerical grad	е	Modul level	graduate			
	Course	S		S (2) Module taught in: English								
	Method	d of ass		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 (		nd allo-	Number of places: a follows: (1) Students who al sideration. a. Among applicant number of ECTS creb. When places are places will be allocated. Among applicant (2) Any remaining pubair. The selection	ready have success s with the same nur dits achieved in the allocated in accordated according to the swith the same avelaces are available is made according	per of applications excerning the fully completed courses on ber of successfully concorresponding module ance with 1.b) and the reaverage grade of asserting grade, places will to students who have no study progress (num	s offered by the mpleted modules. number of appliessments taken be allocated by lot yet successfulber of semester	es, places will ications exceed in the correspy lot. ully completed rs); among app	aces, places will be allocated as nair will be given preferential conbe allocated according to the total is the number of available places, onding courses.  any courses of the supervising dicants with the same number of ocated as they become available.			

12-M-MUS-242-	Mobile	and Ub	iquitous	Busine	SS	,						
mo1	ECTS	5	Duration	n .	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Course	S			+ Ü (2) le taught in: English			·				
	Method	d of asse	essment	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-Man	agemen	ıt					'				
	ECTS	5	Duration	า	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Course	S			+ Ü (2) le taught in: English							
	Method	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: minutes)  Language of assessment: English creditable for bonus						minutes; groups of 3: approx. 30				
12-M-IBS-242-mo1	E-Busir	iess Str	ategies									
	ECTS	5	Duration	1	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Course	S		V (2) + Ü (2) Module taught in: English								
	Method	d of asse	essment	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: approminutes) Language of assessment: English creditable for bonus							
12-T0F1-242-m01	Topics	in Oper	ations &	nform	ation Management 1	1						
	ECTS	5	Duration	า	1 semester	Method of grading	numerical grade	Modul level				
	Course	S		` ′	+ Ü (2) le 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-T0F2-242-m01	Topics in Operations & Information Management 2											
	ECTS 5 Duration		1	1 semester	Method of grading numerical grade	Modul level						
	Courses			V (2) + Ü (2) Module taught in: English								
	Method	l of ass	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 credits)												
12-M-ASOI-242-	Advanced Seminar: Operations & Information Management											
mo1	ECTS	10	Duration		1 semester	Method of grading   numerical grade	Modul level					
	Course			S (2) Module taught in: English								
	Method	l of ass	essment	term paper (approx. 20-25 pages) and presentation (approx. 20 minutes) (weighted 2:1) Language of assessment: English								
Track 3: Marketing	& Entre	preneur	ship (30 l	ECTS c	redits)							
Core Electives (20 I	ECTS cre	dits)										
12-M-IMM-242-	Sales and Communications Management											
mo1	ECTS 5 Duratio				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. 60-120 minutes) or b) term paper (15-20 pages) Language of assessment: English creditable for bonus								
12-M-PIPM-242-	Produc	t Innova	ation and	Price Management								
mo1	ECTS 5 Duratio			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) Language of assessment: English creditable for bonus								

12-M-UGF1-242-	Corporate Entrepreneurship and Innovation											
mo1	ECTS 5 Duration			1	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Courses	S		V (2) + Ü (2) Module taught in: English								
				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 minutes, groups of 3 approx. 30 minutes) Language of assessment: English								
12-M-UGF3-242-	Digital Entrepreneurship and Digital Transformation											
mo1	ECTS 5 Duration			1	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Courses	S		V (2) + Ü (2) Module taught in: English								
	Method	l of asse	essment	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-mo1	Marketing Analytics											
	ECTS 5 Duration			1	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 to 120 minutes) or b) term paper (15-20 pages) Language of assessment: English creditable for bonus								
12-M-TME1-242-	Topics in Marketing & Entrepreneurship 1											
mo1	ECTS 5 Duration				1 semester	Method of grading	numerical grade	Modul level				
	Courses	S		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-M-TME2-242- m01	Topics in Marketing & Entrepreneurship 2											
	ECTS 5	Duration	1 15	semester	Method of grading	numerical grade	Modul level					
	Courses		V (2) + Ü (2) Module taught in: English									
	Method 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-	Advanced Seminar: Marketing & Entrepreneurship											
ME-242-mo1	ECTS 10 Duratio		1 1 5	semester	Method of grading	numerical grade	Modul level					
	Courses		S (2) Module taught in: English									
	Method 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- MI-242-m01	Master-Thesis Management International											
	ECTS 30	Duratio	1 15	semester	Method of grading	numerical grade	Modul level					
	Courses		No courses assigned to module									
	Method of asse	essment	Master's thesis (approx. 60 to 80 pages) Assessment offered: Ongoing, after consultation with supervisor and registration Language of assessment: English									
	Additional Info	rmation	Time to complete: 6 months									