

Annex SFB

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

Responsible: Faculty of Business Management and Economics

Examination regulations version: 2025

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 Unless otherwise modules in this SFB: ditable for bonus.

Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not cre-

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)):

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 Durati		Duration	(in semesters)	Method of grading		Module level					
	Courses		To be spe	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	ssessm	ent									
	Only after su completion o		l if applica	ble								
	Other prereq	uisites	if applica	if applicable								
	Participants on of places		ocati- if applica	ble								
	Additional information		on if applica	ble								
	Referred to in			ble (examination re	gulations for teachin	g-degree programmes)						

Compulsory core e	ectives	1: Core (60 ECTS	credits)								
Management (20 E	CTS cred	lits)											
12-M-UA-242-m01	Financi	al Analy	sis										
	ECTS	5	Duratio		1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	S			V (2) + Ü (2) Module taught in: English								
	Method	Method of assessment			written examination (approx. 60 to 120 minutes) Language of assessment: English creditable for bonus								
12-M-SM-252-m01	Market	Resear	ch										
	ECTS	5	Duratio	1	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	S		V (2) - Modu	- Ü (2) le taught in: English								
				b) teri Langu	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-UGF2-182-		rate Strategy											
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	d of asse	essment	a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 appronutes, groups of 3 approx. 30 minutes) Language of assessment: English									
12-M-AOLM-182-	Advanc	ed Ope	ations &	Logist	ics Management								
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	d of asse	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-HRM-242-	Human Res	Human Resource Management and Industrial Relations											
mo1	ECTS 5	Duratio	n	1 semester	Method of grading nu	merical grade	Modul level	graduate					
	Courses	`		+ Ü (2) lle taught in: English	1		·						
	Method of a	assessment	b) ter	a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Language of assessment: English									
12-M-STM1-242-	Selected To	pics in Man	geme	nt 1									
mo1	ECTS 5	Duratio	n	1 semester	Method of grading nu	merical grade	Modul level	graduate					
	Courses			+ Ü (2) le taught in: English	1		·						
			b) ter c) pre Langu Asses credit	m paper (15 to 20 pa sentation (30 to 45 lage of assessment: ssment offered: In th able for bonus	minutes)								
12-M-STM2-242-	Selected To	ed Topics in Management 2											
mo1	ECTS 5	Duratio		1 semester	Method of grading nu	merical grade	Modul level	graduate					
	Courses		V (2) + Ü (2) Module taught in: English										
	Method of a	assessment	b) ter c) pre Langu Asses	m paper (15 to 20 pa sentation (30 to 45 l lage of assessment:	minutes)								
Economics (15 ECT	S credits)												
12-M-SDC-182-	Strategic D	ecisions and	Comp	etition									
mo1	ECTS 5	Duratio		1 semester	Method of grading nu	merical grade	Modul level	graduate					
	Courses		V (2) + Ü (2) Module taught in: English										
	Method of a	lethod of assessment		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-252-m01	Behavi	Behavioral Economics												
	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate					
	Course	S	-		+ Ü (2) le taught in: English	1								
	Method	d of asso	essment	b) ter 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-AO-222-m01	Incenti	ves in O	rganizati	ions										
	ECTS	5	Duratio		1 semester	Method of grading	numerical grade	Modul level	graduate					
	Course	S			2) + Ü (2) dule taught in: English									
	Method	d of asso	essment	b) ter	tten examination (a m paper (approx. 15 uage of assessment									
12-M-OEDT-252-	Organizational Economics and Digital Transformation													
mo1	ECTS							graduate						
	Course	S			+ Ü (2) lle taught in: English	1								
	Method	d of asso	essment	b) ter 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-ITMF-242-	Interna	tional T	rade and	the M	ultinational Firm									
mo1	ECTS	5	Duratio		1 semester	Method of grading	numerical grade	Modul level	graduate					
	Course	S		V (2) - Modu										
	Method of assessment			a) written examination (approx. 60 to 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	Moneta	Monetary Policy and the Financial System												
	ECTS	5	Duration	n	1 semester	Method of grading	numerical grade	Modul level	graduate					
	Course	S	•	V (2) - Modu	+ Ü (2) le taught in: English	1								
	Method	d of asse	essment	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-OEA-252-	Labor a	ind Orga	anization	al Ecor	Economics									
mo1	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate					
	Course	S		V (2) - Modu	+ Ü (2) le taught in: English	1		•						
				b) teri Langu credit	tten examination (a m paper (approx. 15 lage of assessment: able for bonus		r							
12-M-STE-242-m01	Selecte	d Topic	s in Econ	omics										
	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate					
	Course	S		V (2) - Modu	+ Ü (2) le taught in: English	1								
	Method	d of asse	essment	b) teri c) pre Langu Asses	m paper (15 to 20 pa sentation (30 to 45 lage of assessment:	minutes)	ŕ							
Data Analytics (15 E	CTS cre	dits)												
12-M-BI-242-m01	Analyti	cal Info	rmation S	System	S									
	ECTS	5	Duratio	n	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	Langu	n examination (app lage of assessment: able for bonus									

12-M-DSS-242-	Decisio	n Supp	ort Syste	ms									
mo1	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	S			+ Ü (2)			•					
					le taught in: English								
	Method	d of ass	essment			pprox. 60 minutes) or	y 10 to 15 minutes groups	of a approx ac	minutes, groups of 3: approx. 30				
				minut		candidate each: appro	x. 10 to 15 illillutes, groups	01 2: applox. 20 1	illitates, groups of 3: approx. 30				
					lage of assessment	: English							
					able for bonus								
12-M-TDS-242-mo1					d Machine Learning								
		5	Duratio	,	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	S			/ (2) + Ü (2) Module taught in: English								
	Method	d of ass	essment	a) written examination (approx. 60 minutes) or									
					o) term paper (approx. 15 pages) Language of assessment: English								
					Assessment offered: In the semester in which the course is offered								
				credit	creditable for bonus								
12-M-PEM-242-	Policy	and Ma	nagemen	t Evaluation Methods									
mo1	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	S			+ Ü (2) lle taught in: English	1							
	Method	d of ass	essment			pprox. 60 minutes) or							
					m paper (approx. 15 lage of assessment:								
					able for bonus	Eligiisii							
12-M-0E1-242-m01	Econon	netrics	1		1			,					
	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	S		V (2) · Modu									
	Method	d of ass	essment	nent a) written examination (approx. 60 minutes) or									
					m paper (approx. 15								
					Language of assessment: English creditable for bonus								
			_	J. Care									

12-M-OIP-252-m01	Optimi	zation i	n Practice	•				-	-				
	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level					
	Course	S			+ Ü (2) ıle taught in: English	1							
	Method	d of ass	essment	b) ter Langu Asses	m paper (approx. 15 uage of assessment:		tion (15 to 20 minutes	s), (weighted 2:1)					
12-M-STDA-242-	Selecte	ed Topic	s in Data	Analy	Analytics								
mo1	ECTS	5	Duratio		1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	S		$V(2) + \ddot{U}(2)$ Module taught in: English									
			essment	b) ter c) pre Langu Asses credit	a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) presentation (30 to 45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus								
Research & Commu		•		*									
12-M-BUC-242-	Commu	ınicatio	n in Busi	ness a	ness and Economics								
mo1	ECTS	5	Duratio		1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	S			+ Ü (2) ıle taught in: English	1							
	Method	d of ass	essment	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 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	S		V (2) Module taught in: English									
	Method	d of ass	essment	term paper (approx. 15 pages) and presentation (approx. 15 minutes) (weighted 2:1) Language of assessment: English creditable for bonus									

12-M-EE-252-m01	Experi	mental	Economic	S	,	,		,					
	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	!S	`		+ Ü (2) ıle taught in: Engli	sh							
	Method	d of ass	essment	Langu Asses	portfolio (approx. 50 hours) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus								
		pants ar of place		WA1: (1) Sh cants	o places. /A1: () Should the number of applications exceed the number of available places, places will be allocated by lot among all appliants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.								
42-ENG-C1-BUS-	English	ի C1 - Bւ	usiness co	ourse A	4			,					
A-241-m01	ECTS	5	Duratio		1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Course	!S		Ü (3)									
				group c) 2 to these les of cussi ding of The s Section exam se fra Langu Asses	o presentation) we to 5 assessments (as two forms. The number of assessments of assessments on Examples of wexercises. The total pecified types of examples of examples of examples of examples of examples of examples of assessment offered: In	ighted 3:1 or 4 to 10 pages and 5 to 2 2 umber and type of assection 2 interpretation of assection of assection 3 interpretation of assection 3 interpretation of assection 4 to 10 pages 5 an alternative or replains, in particular Section 6 the semester in which	s minutes): Assessme ssments will be specified not limited to short prent include but are not and/or written assessments for conducting exactions for conducting exactions for face-to-face 13 (4). The lecturer and	nts may take a written o ied by the lecturer at the resentations, presentati of limited to text product nents will be announced selectronic distance exa electronic distance exan e examinations in conne	g. contribution to the discussion, or an oral form or a combination of beginning of the course. Exampons and contributions to the dision as well as listening and read in class. In accordance with minations, online exams or other ection with the regulations of the at the beginning of the course.				
	other p	rerequi	sites	Requ	ired level of langu	age proficiency: B2.2							
	cation	pants ar of place	25	In the alloca 1. The 2. Sp In an	ated as follows: e allocation of the aces that are subs online course forn	available places takes sequently vacated will b nat, the number of part	place after the drawing be raffled in the follow- icipants is limited to a	g of lots. up procedure.	mber of places available will be				
	Additio	onal Info	ormation	modu	ıle comprises app	rox. 30 hours of indepe	ndent study.						

42-ENG-C1-BUS-	English	C1 - B	usiness co	urse B	urse B							
B-241-mo1	ECTS	5	Duration	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate			
	Course	S	Ì	Ü (3)								
	Method	d of ass		group c) 2 to these les of cussion ding e The s Section exam	b) written examination (approx. 60 to 90 minutes) and oral assessment (5 to 10 minutes, e. g. contribution to the discussion, group presentation) weighted 3:1 or c) 2 to 5 assessments (4 to 10 pages and 5 to 15 minutes): Assessments may take a written or an oral form or a combination of these two forms. The number and type of assessments will be specified by the lecturer at the beginning of the course. Examples of oral forms of assessment include but are not limited to short presentations, presentations and contributions to the discussion. Examples of written forms of assessment include but are not limited to text production as well as listening and reading exercises. The total scope/length of oral and/or written assessments will be announced in class. The specified types of examinations a), b) and c) can also be used as electronic distance examinations in accordance with Section 1, Paragraph 5 of the Framework Regulations for conducting electronic distance examinations, online exams or other examination formats as an alternative or replacement for face-to-face examinations in connection with the regulations of these framework regulations, in particular Section 3 (4). The lecturer announces the exam format at the beginning of the course.							
	other p	rereau	isites			age proficiency: B2.2						
		ants a	nd allo-	min. 5 In the alloca 1. The 2. Spa	s, max. 25 places event that the nu ited as follows: allocation of the aces that are subs	mber of applications e available places takes equently vacated will l	xceeds the number of available place after the drawing of lots. be raffled in the follow-up proce ticipants is limited to a maximu	edure.	mber of places available will be			
	Additio	nal Inf	ormation	modu	le comprises app	rox. 30 hours of indepe	endent study.					

42-DaF-A1-241-	DaF A1												
mo1	ECTS	8	Duration	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Course	·S		Ü (6)	J (6)								
				a) written examination (approx. 90 minutes) or b) written examination (approx. 60 to 90 minutes) and oral assessment (5 to 10 minutes, e. g. contribution to the discussion, group presentation) weighted 3:1 or c) 2 to 5 assessments (5 to 10 pages): Assessments may take a written or an oral form or a combination of these two forms. The number and type of assessments will be specified by the lecturer at the beginning of the course. Examples of oral forms of assessment include but are not limited to short presentations, presentations and contributions to the discussion. Examples of written forms of assessment include but are not limited to text production as well as listening and reading exercises. The total scope/length of oral and/or written assessments will be announced in class. The specified types of examinations a), b) and c) can also be used as electronic distance examinations in accordance with Section 1, Paragraph 5 of the Framework Regulations for conducting electronic distance examinations, online exams or other examination formats as an alternative or replacement for face-to-face examinations in connection with the regulations of these framework regulations, in particular Section 3 (4). The lecturer announces the exam format at the beginning of the course.									
		oants ar of place		min. 5 In the alloca 1. The 2. Spa	sment offered: In the symmetry, max. 25 places event that the number ted as follows: allocation of the aveces that are subsequents.	e semester in which ber of applications ex ailable places takes quently vacated will b	the course is offered	places, the nur	mber of places available will be				

42-DaF-A2-241-	DaF A2												
mo1	ECTS	8	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	undergraduate				
	Course	·S		Ü (6)									
			sessment	a) or b) or c) 5 t Exam a) wr b) wr group c) 2 t type clude of as of ora The s Secti exam									
	- 1			Asse	Assessment offered: In the semester in which the course is offered								
	other p				Required level of language proficiency: A1 or A1.2								
	cation		nd allo- es	In the alloc 1. The 2. Sp	min. 5, max. 25 places In the event that the number of applications exceeds the number of available places, the number of places available will be allocated as follows: 1. The allocation of the available places takes place after the drawing of lots. 2. Spaces that are subsequently vacated will be raffled in the follow-up procedure. In an online course format, the number of participants is limited to a maximum of 20.								
12-M-IC-252-m01	Intercu	ltural C	Communic	ation									
	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level					
	Course	S		S (2) Modi	ule taught in: Englis	sh	•						
	Method	d of ass	sessment	a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (30 to 40 pages) 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		nd allo- es	25 places. WA1: (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.									
Master's with 1 major M	anagement l	nternation	al (2025)		IMI Würzburg • generated os-Nov-2024 • exam reg. data record 88/g661-1-HJ2025 page 12 / 20								

12-M-STC-242-mo1					Communication			-		
	ECTS	5	Duratio		1 semester	Method of grading numerical grade	Modul level	graduate		
	Course	!S			+ Ü (2) ıle taught in: Engli	sh		_		
	Method of assessment			b) ter c) pre Langu Asses	a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) presentation (30 to 45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus					
Compulsory core e	lectives	2: Trac	k (30 ECT	S credi	ts)					
Track 1: Finance &	Account	ing (30	ECTS cred	lits)						
Core Electives (20	ECTS cre	edits)								
12-M-GA-242-m01	Group	Accoun	iting							
	ECTS	5	Duratio		1 semester	Method of grading numerical grade	Modul level	graduate		
		Courses			+ Ü (2) ıle taught in: Engli	sh				
	Metho	d of ass	sessment	Langu	n examination (ap uage of assessmen able for bonus	oprox. 90 minutes) nt: English				
12-M-AFA-242-m01	Advan	ced Fina	ancial Acc	ountin	g					
	ECTS	5	Duratio	n	1 semester	Method of grading numerical grade	Modul level	graduate		
	Course	!S			+ Ü (2) ıle taught in: Engli	sh				
	Method of assessment			Langu	n examination (apuage of assessmentable for bonus					
12-M-RE-	Accour	nting ar	nd Capital	Marke	ts					
KA-242-m01	ECTS	5	Duratio		1 semester	Method of grading numerical grade	Modul level	graduate		
	Course	Courses			+ Ü (2) ıle taught in: Engli					
	Metho	d of ass	sessment	b) ter Langı	tten examination m paper (approx. uage of assessmen able for bonus					

12-M-SP-242-m01	Tax Planning	Ξ			1							
,	ECTS 5	Duratio	n 1 semester	Method of grading numerical grade	Modul level	graduate						
	Courses	· ·	V (2) + Ü (2) Module taught in: Eng	lish	•							
	Method of a	ssessment	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	Duratio	n 1 semester	Method of grading numerical grade	Modul level	graduate						
	Courses		V (2) + Ü (2) Module taught in: Eng									
	Method of a	ssessment	a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) Language of assessment: English creditable for bonus									
12-M-TFA1-252-	Selected Topics in Finance & Accounting 1											
mo1	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 a	ssessment	b) term paper (15 to 20 c) presentation (30 to Language of assessments)	45 minutes)								
12-M-TFA2-252-	Selected Top											
mo1	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 a	ssessment	b) term paper (15 to 20 c) presentation (30 to Language of assessments)	45 minutes)								

Seminar (10 ECTS	credits)												
12-M-AS-	Advand	ced Sen	ninar: Fina	ınce &	Accounting								
FA-242-m01	ECTS 10 Duration			n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	!S		S (2) Modu	lle taught in: Englis	:h							
	Method	d of ass	essment		term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes) (weighted 2:1) Language of assessment: English								
Track 2: Operation	ıs & Info	rmation	Manager	nent (3	o ECTS credits)								
Core Electives (20	ECTS cre	edits)											
12-M-GL-	Global	Global Logistics & Supply Chain Management											
SC-182-m01	ECTS	5	Duratio	n	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 to 20 pages) Language of assessment: English creditable for bonus									
12-M-SMGS-242-	Strates	Strategic Management of Global Supply Chains											
mo1	ECTS	ECTS 5 Duratio			1 semester	Method of grading	numerical grade	Modul level	graduate				
	Courses			V (2) + Ü (2) Module taught in: English									
	Method	d of ass	essment	written examination (approx. 60 minutes) Language of assessment: English creditable for bonus									
12-M-EAI-252-m01	Enterp	rise Al		•				,					
	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	<u>!</u> S		V (2) + Ü (2) Module taught in: English									
	Method	d of ass	essment	b) ter c) ora d) po Langu Asses	m paper (approx. 1 I examination of or rtfolio (approx. 50 l uage of assessmen	ne candidate each (ap hours)	prox. 20 minutes) or						

12-M-ATDS-252-	Practical Data Science											
mo1	ECTS 5	Duratio		Method of grading numerical grade	Modul level	graduate						
	Courses			V (2) + Ü (2) Module taught in: English								
	Method of a	ssessment	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									
	Participants cation of pla		Number of places: 35. WA: 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 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.									
12-M-SCC-242-	Seminar: Supply Chain Competition											
mo1	ECTS 5	Duratio	n 1 semester	Method of grading numerical grade	Modul level	graduate						
	Courses		S (2) Module taught in: English									
	Method of a	ssessment	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									
	Participants cation of pla		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.									

12-M-MUS-242-	Mobile and Ubiquitous Business											
mo1	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 ass	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-IBS-242-mo1	E-Busir	ness 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 ass	essment	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-T0F1-252-m01	Selected Topics in Operations & Information Management 1											
	ECTS	5	Duration	1	1 semester	Method of grading	numerical grade	Modul level	undergraduate			
	Course	S			+ Ü (2) le taught in: English	h						
	Method	d of ass	essment	a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) presentation (30 to 45 minutes) Language of assessment: English Assessment offered: In the semester in which the course is offered creditable for bonus								
12-T0F2-252-m01	Selected Topics in Operations & Information Management 2											
	ECTS	5	Duration		1 semester	Method of grading	numerical grade	Modul level	undergraduate			
	Courses				+ Ü (2) le taught in: English	h						
	Method	d of ass	essment	b) teri c) pre Langu Asses	m paper (15 to 20 pa sentation (30 to 45 lage of assessment	minutes)						

Seminar (10 ECTS		. a.d. C =	inar O-	wa4! = :-	a O Information Man	t							
12-M-ASOI-242- m01			erations & Information Ma				Madullaval	Laura diviata					
	ECTS	10	Duratio		1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	_	_	Modu	S (2) Module taught in: English								
	Metho	d of ass	essment		paper (approx. 20 to uage of assessment:		entation (approx. 20 mi	nutes) (weighted 2:1)					
Track 3: Marketin	g & Entre	preneui	rship (30	ECTS c	redits)								
Core Electives (20	ECTS cre	dits)											
12-M-IMM-242-	Sales a	Sales and Communications Management											
mo1	ECTS	5	Duratio	n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Courses				V (2) + Ü (2) Module taught in: English								
	Metho	d of ass	essment	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-PIPM-242-	Produc	Product Innovation and Price Management											
mo1	ECTS 5 Duration			n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Course	·S			+ Ü (2) ıle taught in: English								
	Method	d of ass	essment	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-UGF1-242-	Corpor	ate Enti	epreneur	ship and Innovation									
mo1	ECTS	ECTS 5 Duration		n	1 semester	Method of grading	numerical grade	Modul level	graduate				
	Courses			V (2) + Ü (2) Module taught in: English									
	Method of assessment			b) ter c) ora nutes	m paper (15 to 20 pa	nges) or e candicate each (ap na 30 minutes)	•	or oral examination in	groups (groups of 2 approx. 20 mi				

12-M-UGF3-242-	Digital Entrepreneurship and Digital Transformation											
mo1	ECTS	5	Duration	ı	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Course	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 (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	Market	ing Ana	lytics									
	ECTS	5	Duration	1	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Course	S		V (2) · Modu	+ Ü (2) le taught in: Englis	h						
	Method	d of asse	essment	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-IBS-242-mo1	E-Business Strategies											
	ECTS 5 Duratio			า	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	l examination (one	• •	x. 10 to 15 minutes; groups	s of 2: approx. 20 r	ninutes; groups of 3: approx. 30			
12-M-TME1-252-	Selecte	dTopics	s in Mark	eting & Entrepreneurship 1								
mo1	ECTS	5	Duration	ı	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) ter c) pre Langu Asses	m paper (15 to 20 p sentation (30 to 45 lage of assessment	minutes)						

12-M-TME2-252-	Selected Topics in Marketing & Entrepreneurship 2											
mo1	ECTS 5 Duration				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 to 120 minutes) or b) term paper (15 to 20 pages) or c) presentation (30 to 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-m01	ECTS 10 Duratio		Duratio	1	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Courses			S (2) Module taught in: English								
	Method of assessment			term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes) (weighted 2:1) Language of assessment: English								
Thesis (30 ECTS cre	edits)											
12-M-MT-	Master	-Thesis	Manager	nent International								
MI-242-m01	ECTS	30	Duratio	1	1 semester	Method of grading	numerical grade	Modul level	graduate			
	Courses			No courses assigned to module								
	Method of assessment			Master's thesis (approx. 60 to 80 pages) Language of assessment: English Assessment offered: Ongoing, after consultation with supervisor and registration								
	Additio	nal Info	rmation	Time	to complete: 6 mon	ths						