

MBA General Management

Berufsbegleitend

1. Semester

Managing the Business in the International Environment

- Strategic Management
- Managing in the Global Environment
- Managerial Economics

Internal Management

- Risk Management
- Crisis Management
- Change Management

Leadership Skills

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

2. Semester

Marketing

- Strategic Marketing
- Digital Marketing
- Advanced Market Research

Operations & Supply Chain

- Global Sourcing
- Supply Chain Management
- Project Management

Current Management Trends

- Managing in Emerging Markets (Indien)
- Information Management & Data Science (Indien)
- Doing Business in South Korea (Südkorea)
- Strategic Sourcing (Südkorea)

3. Semester

Finance & Accounting

- Corporate Finance
- Managerial Accounting
- Strategic Cost Management

Innovation

- Innovation Management
- New Business Models
- Design Thinking

Entrepreneurship & Holistic Management

- Entrepreneurship
- Business Planning & Modelling

4. Semester

Entrepreneurship & Holistic Management

- Multinational Finance & Trade (USA)
- Innovative Marketing Techniques (USA)

Master-Thesis