

# MARKT

## Operations and Methods

Every term

Supply Chain Management Seminar

Winter term

Business Forecasting

Design of Production and Logistics Systems (KP&L)

Modeling and Optimization with OPL\*

Operations Research

Service Operations\*

Summer term

Modelling and Analysis of Retail Operations\*

Object-oriented Programming in Operations and Logistics\*

Operation Scheduling

Stochastic Modeling

Supply Chain Business Game\*

Time Series Analysis

Transportation Logistics\*

Not regularly

Seminar Econometrics

Seminar Statistics

## Marketing and Services

Winter term

***Analytical Customer Management\****  
***Customer Relationship Management Service Management\****

Consumer Psychology and Decision Making\*

From Idea to Commercialization: Start-Up School\*

New Product Development\*

Project Service and Innovation Management

Summer term

Advanced Marketing Topics

Advanced Topics in Consumer Psychology for a better World\*

Project Service and Innovation Management

Return on Service Design and Customer Experience\*(10 ECTS)

Seminar in Service Management

Not regularly

Research Project Marketing

Research Seminar in Service Management

Customer Base Analysis

Marketing Decision\*

Marketing Seminar

## International Management

Every term

Intercultural Communication\*

Seminar: „European and International Commercial Law&Business Law“ (10 ECTS)

Winter term

***Empirical Management Research***

Effective English for Leadership\*

Seminar International Management

Summer term

Advanced Consulting Case\*

Cross-cultural Management\*(not in summer 21)

Case Studies in International Management\*

International Financial Reporting, Auditing and Corporate Valuation

## Corporate Management

Winter term

***Strategisches Management***

Advanced Entrepreneurial Finance & Strategy\*

Entrepreneurial Management und Tourismus\*

Project-based course „Management and Leadership“

Regional and Urban Economics\*

Selected Issues of Organizational Development

Seminar on Strategic Management\*

Summer term

Benchmarking & Positioning in Strategic Management (advanced)

Business Model & Strategy\*

Change Management\*

Not regularly

Corporate Groups, Strategy and Structure

## Business Sectors

Winter term

Strategic Management of Professional Service Firms

Summer term

Innovation and Creativity in Individuals, Teams and Organizations\*

Innovation and product development in tourism\*

Management and Strategies of Automotive Companies

Retail Management\*

Theory and Strategy in Destination Management and Marketing\*

## Electives (25 ECTS)

Generally all Master modules offered at WFI – Ingolstadt School of Management can be treated as an elective module. Additionally, courses taught at other universities or at other departments of the Catholic University Eichstätt-Ingolstadt can be recognized as elective modules upon request.

## Ethics Module (5 ECTS)

Students get in-depth knowledge of the theories and methods of normative economics and business ethics. Modules in this area enable students to perceive ethical problems at an economy-wide and at a business level, to analyze them and to develop appropriate solutions.

## Studium.Pro (5 ECTS)

<https://www.ku.de/en/study-at-the-ku/studienangebot/studiumpro/studiumpro-start>

## Master Thesis (30 ECTS)

All staff entitled to give exams at the department can assign topics.

Modules marked by \*are being taught in English.

Modules written in bold and italics are **mandatory**.

Usually all modules except the thesis are credited with 5 ECTS.

Changes and errors possible.

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