



Overview Study Schedule

1st semester

**6 Compulsory Elective Modules
(30 ECTS)**

out of the mandatory modules of the following fields of specialization:

FACT

MARKT

*Business Analytics &
Operations Research*

*Entrepreneurship &
Social Innovation*

2nd semester

5 Mandatory Modules (30 ECTS)

Innovation and Creativity
(5 ECTS)

Entrepreneurial Networks and Start-up
Management (5 ECTS)

Case Studies in International Management
(5 ECTS)

Advanced Business Ethics (mandatory
Ethic class) (5 ECTS)

Return on Service Management
(10 ECTS)



3rd semester

5 mandatory courses (30 ECTS)

Digital Marketing (10 ECTS)

Sustainable Marketing Transformative Services (5 ECTS)

Empowerment & Engagement for Product Service Design
and Customer Experiences (5 ECTS)

Marketing/Service Performance Measurement &
Management (5 ECTS)

Innovation, New Technology & Service Acceptance
Models (5 ECTS)

4th semester

**Internship
(15 ECTS)**

**Masterthesis
(15 ECTS)**



**120
ECTS**



6 Compulsory Elective Modules (5 ECTS each) out of the Mandatory Courses of the following fields of specialization (30 ECTS)

MARKT

- Strategisches Management*
- Empirische Managementforschung*
- Analytical Customer Management*
- Service Management*
- Customer Relationship Management*

FACT

- Risk Management or International Tax Law
- Capital Market-Based Accounting
- Kostenmanagement
- Accounting Law
- Taxation of Business or Empirical Finance

Business Analytics and Operations Research

- Decision Science
- Operations Research
- Statistische Prognoseverfahren
- Service Analytics
- Stochastische Modelle

Entrepreneurship and Social Innovation

- Social Innovation I
- Social Innovation II
- Innovationsökonomik
- Economics of Innovation*

* recommended



5 Mandatory Modules (30 ECTS)

Innovation and Creativity
(5 ECTS)

Entrepreneurial Networks and Start-up
Management (5 ECTS)

Case Studies in International
Management (5 ECTS)

Advanced Business Ethics (mandatory
Ethic class) (5 ECTS)

Return on Service Management
(10 ECTS)

3rd + 4th Semester at University Toulouse - TSM



3rd semester

5 mandatory modules (30 ECTS)

Digital Marketing (10 ECTS)

Sustainable Marketing Transformative Services (5 ECTS)

Empowerment & Engagement for Product Service Design and Customer Experiences (5 ECTS)

Marketing/Service Performance Measurement & Management (5 ECTS)

Innovation, New Technology & Service acceptance Models (5 ECTS)

4th semester

Internship
(15 ECTS)

Masterthesis
(15 ECTS)