

1. Semester	2. Semester	3. Semester	4. Semester
TSM	WFI		
<p style="text-align: center;">Compulsory Modules</p> <p>International Strategic Marketing, Market Analysis and Planning (4 ECTS)</p> <p>Digital Marketing & Consumer Behavior in the Digital World (8 ECTS)</p> <p>Innovation Management (4 ECTS)</p> <p>CRM & Sustainable Marketing (8 ECTS)</p> <p>Business Research Methodology (3 ECTS)</p> <p>Comparison Asian/ European Culture (3 ECTS)</p>	<p style="text-align: center;">Compulsory Modules (30ECTS)</p> <p>Innovation and Creativity in Individuals, Teams and Organizations (EN) (5 ECTS)</p> <p>Return on Service Design & Customer Experience (10 ECTS)</p> <p>Service Management (5 ECTS)</p> <p>Advanced Business Ethics (5 ECTS)</p> <p>Business Language (French/English/German) (5 ECTS)</p>		<p style="text-align: center;">6-months Company Internship* (15ECTS)</p> <p style="text-align: center;">*to be completed in a French-speaking country; financial support by DFH/UFA and Erasmus</p>
	<p style="text-align: center;">Compulsory Elective Modules (30ECTS)</p> <ul style="list-style-type: none"> • Mandatory: 1 Module StudiumPro • High flexibility in the selection of further modules from other Master's degree business administration programs 		<p style="text-align: center;">Master Thesis (15ECTS) *at WFI or TSM</p>
30 ECTS	60 ECTS		30 ECTS = Σ120 ECTS