

MARKT

Operations and Methods	Marketing and Services	International Management	Corporate Management	Business Sectors
Every term Supply Chain Management Seminar	Winter term <i>Pricing and Product Management*</i> <i>Customer Relationship Management Service Management*</i> Analytical Customer Management* Consumer Psychology and Decision Making* Economics of Consumption* From Idea to Commercialization: Start-Up School* Project in Service and Innovation Management Sales Management*	Every term Intercultural Communication* Seminar: „European and International Commercial Law&Business Law“ (10 ECTS)	Every term Advanced Consulting Case*	
Winter term Business Forecasting Object-oriented Programming of Heuristics Operations Research Production and Operations Analytics (P\&OA)	Winter term Economics of Consumption* From Idea to Commercialization: Start-Up School* Project in Service and Innovation Management Sales Management*	Winter term <i>Empirical Management Research</i> Effective English for Leadership*	Winter term <i>Strategic Management</i> Entrepreneurial Management und Tourismus* Project-based course „Management and Leadership“ Regional and Urban Economics* Selected Issues of Organizational Development	Winter term Strategic Management of Professional Service Firms
Summer term Introduction to Reinforcement Learning Operation Scheduling Service Operations* Stochastic Modeling Supply Chain Business Game* Time Series Analysis Transportation Logistics*	Summer term Advanced Topics in Marketing Advanced Topics in Consumer Psychology for a Better World * (10 ECTS) Digital Marketing* Return on Service Design and Customer Experience*(10 ECTS) Seminar in Service Management	Summer term Cross-cultural Management* Case Studies in International Management* Seminar International Management	Summer term Benchmarking & Positioning in Strategic Management (advanced) Business Model & Strategy* Change Management* Seminar on Strategic Management*	Summer term Innovation and Creativity in Individuals, Teams and Organizations* Innovation and product development in tourism* Management and Strategies of Automotive Companies Retail Management*
Not regularly Seminar Econometrics Seminar Statistics	Not regularly Research Project Marketing Research Seminar in Service Management Marketing Seminar		Not regularly Corporate Groups, Strategy and Structure	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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