

| 1. Semester | 2. Semester | 3. Semester | 4. Semester |
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| TSM | WFI | | |
| Compulsory Modules International Strategic Marketing, Market Analysis and Planning (4 ECTS) Digital Marketing & Consumer Behavior in the Digital World (8 ECTS) Innovation Management (4 ECTS) CRM & Sustainable Market (8 ECTS) Business Research Methodology (3 ECTS) Comparison Asian/ European Culture (3 ECTS) | Compulsory Modules (30ECTS) Innovation and Creativity in Individuals, Teams and Organizations (EN) (5 ECTS) Return on Service Design & Customer Experience (10 ECTS) Service Management (5 ECTS) Advanced Business Ethics (mandatory Ethic class) (EN) (5 ECTS) Business Language (German or French or English) (5 ECTS) | | Company Internship (15ECTS) *possible worldwide; financial support through Erasmus funding |
| | Compulsory Elective Modules (30ECTS) <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 | | Master Thesis (15ECTS) *at WFI or TSM |
| 30 ECTS | 60 ECTS | | 30 ECTS = \sum 120 ECTS |