

Step by Step

Welcome at WFI. To guide you on your way through your double degree program here is a Step-by-Step guide on how to choose your courses and specializations:

1. To obtain WFI's M. Sc. degree, students must generally score at least a passing grade (WFI: "4.0"; RCBS: "C") in every module based on the rules outlined in the examination procedures "M. Sc. Prüfungsordnung"
2. Students will need 30 ECTS points each of required and required elective modules. These they can choose out of our module catalogue from all specializations offered at M.Sc. BWL
3. Students will get a school-leaving certificate with all their courses and marks. In case of choosing a specialization they will get an additional certificate.
4. To get a specialization, students will need to complete at least 20 ECTS of any of the three specializations from the overview on this page.** These modules can obtain required and required elective courses. Students can obtain a maximum of two specializations.
5. To gain a certificate please turn to studienberatung-wfi@ku.de to confirm the attended courses.

Entrepreneurship and Innovation

Winter term

Consumer Psychology and Decision making*

From Idea to Commercialization: Start Up School*

Regional and Urban Economics*

Social Innovation II: Social Impact Analysis and Communication*

Summer term

Entrepreneurial Networks and Start-up Management*

Innovation and Creativity in Individuals, Teams and Organizations*

Innovation and product development in tourism*

Social Innovation I: Basic and Concept Development*

Entrepreneurial Management and Tourism*

Summer School courses:

Responsible Innovation in Firms and Society

Sustainable Entrepreneurship

AI Revolution

Transformative Service Innovations

Retail Innovation

Patents, Innovations and Technological Change

Marketing and Management

Winter term

Advanced Consulting Case*
Analytical Customer Management*
Pricing and Product Management*
Service Management*

Consumer Psychology and Decision making*

Management Theories in Action – Decoding Life*

People and Organization*

Summer term

Digital Marketing*

Sales Management*

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

Service Operations*

Supply Chain Business Game*

Sustainable Transformations in Human Resources, Management, and Organization*

Theory and Strategy in Destination Management and Marketing*

Transportation Logistics*

Summer School courses:

Corporate Social Responsibility: Employers and Employees

Finance and Methods

Winter term

Seminar Finance and Banking A*
Seminar: Applied Empirical Accounting Research*

Summer term

Behavioral Finance*

Data Analytics with Python*

Empirical Finance*

Sustainability and Business Strategy*

*Modules marked by *are being taught in English.

*Modules marked bold are mandatory courses but can also count as mandatory electives.

**Modules are not guaranteed! Please be aware that there could be some last-minute changes to individual modules and assessment criteria.

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