

1. Semester	2. Semester	3. Semester	4. Semester
WFI		TSM	
<p><b>Compulsory Modules (30ECTS)</b></p> <p>Innovation and Creativity in Individuals, Teams and Organizations (EN) (5 ECTS)</p> <p>Return on Service Design &amp; 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><b>Compulsory Modules</b></p> <p>International Strategic Marketing, Market Analysis and Planning (5 ECTS)</p> <p>Digital Marketing &amp; Consumer Behavior in the Digital World (5 ECTS)</p> <p>Innovation Management (5 ECTS)</p> <p>CRM &amp; Sustainable Marketing (5 ECTS)</p> <p>Business Research Methodology (5 ECTS)</p> <p>Company Project (4 ECTS)</p> <p>Business Language German or French (1 ECTS)</p>	
<p><b>Compulsory Elective Modules (30ECTS)</b></p> <ul style="list-style-type: none"> <li>Mandatory: 1 Module StudiumPro</li> <li><b>High flexibility in the selection of further modules from other Master's degree business administration programs</b></li> </ul>		<p><b>6-months Company Internship* (15ECTS)</b></p> <p><b>*to be completed in a French-speaking country; financial support by DFH/UFA and Erasmus</b></p>	
<p><b>Master Thesis (15ECTS)</b></p> <p><b>*at WFI or TSM</b></p>			
60 ECTS		30 ECTS	
		30 ECTS = $\sum$ 120 ECTS	