

| 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 Market (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 (mandatory Ethic class) (EN) (5 ECTS)</p> <p>Business Language (German or French or English) (5 ECTS)</p> | | <p style="text-align: center;">Company Internship (15ECTS)</p> <p style="text-align: center;">*possible worldwide; financial support through Erasmus funding</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)</p> <p style="text-align: center;">*at WFI or TSM</p> |
| 30 ECTS | 60 ECTS | | 30 ECTS = \sum120 ECTS |