1. Semester

TSM

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)

30 ECTS

2. Semester

WFI

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)

60 ECTS

3. Semester

Compulsory Elective Modules (30ECTS)
- Mandatory: 1 Module StudiumPro
- High flexibility in the selection of further modules from other Master's degree business administration programs

Company Internship (15ECTS)
*possible worldwide; financial support through Erasmus funding

Master Thesis (15ECTS)
*at WFI or TSM

30 ECTS = ∑120 ECTS

Prof. Dr. Jens Hogreve