

MBA Marketing | EN

Job perspectives
Director
Business Consultant
General Manager
Marketing Manager
Financial Manager
HR Manager
Management Analyst

Overview 3 and 4 semester

1st Semester	MBA Onboarding*	1st Semester	MBA Onboarding+**	2nd Semester	Start with 210 ECTS	3rd Semester	4th Semester
Advanced Digital Technologies 5 ECTS 3 SWS		Advanced Digital Technologies 5 ECTS 3 SWS		Leadership I 5 ECTS 2 SWS		Leadership II 10 ECTS 4 SWS	Interpersonal Skills III 5 ECTS 3 SWS
Current Issues in Management 5 ECTS 3 SWS		Current Issues in Management 5 ECTS 3 SWS		Own Project I – Planning the Project 5 ECTS 2 SWS			Elective module 5 ECTS 3 SWS
Research-oriented Project 10 ECTS 3 SWS		Contemporary Management Thinking 5 ECTS 3 SWS		Business Administration I 10 ECTS 4 SWS		Own Project II – Shapening the Project's Success 5 ECTS 2 SWS	Master's Thesis 20 ECTS individual support
		Accounting and Basics of Balancing 5 ECTS 4 SWS			Business Administration II 5 ECTS 3 SWS		
Practical-based Project 10 ECTS 3 SWS		Management Accounting and Basics of Controlling 5 ECTS 4 SWS		Elective module 5 ECTS 3 SWS		Business Law 5 ECTS 2 SWS	
		Economics 5 ECTS 3 SWS		Interpersonal Skills I 5 ECTS 3 SWS		Interpersonal Skills II 5 ECTS 3 SWS	

Elective modules

Two modules are chosen:

- » Applied Business Intelligence and Analytics
- » Brands and Branding
- » Marketing Strategy
- » Social Media Management

30 ECTS / 12 SWS

30 ECTS / 20 SWS

30 ECTS / 16 SWS

30 ECTS / 14 SWS

30 ECTS / 6 SWS

As of January 2023. Subject to change without notice. Only module plans that are published on the student portal at the start of the programme are binding.

*For participants with a first degree in economics under 210 ECTS.

**For participants without a first degree in economics.

■ Track specific modules