



MASTER INTERNATIONAL BUSINESS

Module Overview (Start Fall)

		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS
Program Specific Modules	International Business	Business Concentrations (2 out of 5)	6	Business Concentrations (2 out of 7)	12	Semester Abroad OR Internship*	15
		International Entrepreneurship: Identifying and Generating a Business Idea	3	Corporate Finance: Company Valuation	6		
		Innovation and Digital Business: Innovation and Digital Business I	3	International Marketing: Integrated Corporate Communication and Relationship Marketing	6		
		Global Family Business: Understanding and Managing Family Businesses	3	International Entrepreneurship: Establishing a Startup and Testing the Business Idea	6		
Sustainable Business: Foundations of Sustainable Business	3	Innovation and Digital Business: Innovation and Digital Business II	6				
Luxury Management: Foundations of Luxury	3	Global Family Business: Building, Protecting and Investing Family Wealth	6				
Corporate Finance	3	Sustainable Business: Sustainable Business Transformation	6				
Corporate Finance Corporate Finance		Luxury Management: Luxury Brand Management	6				
International Marketing	3	Electives (2 out of 10)	6				
International Marketing International Service Marketing		Success Factor Happiness, Applied Game Theory, Psychology of Marketing, International Business Law, Management Consulting, Process and Logistics Management, Independent Research Project, International Economic Relations, Consolidated Financial Statements, Communication Management					
Business Project	3	Business Project	3				
MBS Core Modules	Intern. Business & Management	International Business and Management	6	International Focus (1 out of 5)	3	Master Thesis	15
		International Strategic Management Organizational Behavior Conscious Business		Business in Europe Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies			
		International Focus (1 out of 3)	3				
Foreign Language (optional)	(3)	Foreign Language (optional)	(3)				
Foreign Language (optional) German, Spanish, Chinese		Foreign Language (optional) German, Spanish, Chinese					
Executive Skills	Communication in International Business	Communication in International Business	6	Responsible Leadership in a Global Context	5		
		Business Communication Business Ethics Negotiation Skills		Responsible Leadership Business and Society Master Thesis Preparation			
	MBS Engagement			MBS Engagement	1		
				Total ECTS 90			

We recommend international students to choose "German" as a foreign language and the International Focus "Business in Germany" (semester 1).

* Internship prerequisite: Students who have studied at the university level or worked professionally outside the German-speaking region for at least one year consecutively may apply, subject to approval, to replace their 3rd semester study abroad with a subject-related internship in the German-speaking region (Germany, Austria, German-speaking part of Switzerland).