






		SEMESTER 1	ECTS	SEMESTER 2	ECTS	SEMESTER 3	ECTS		
Program Specific Modules	International Business	Studienschwerpunkte (2 von 5)	6	Studienschwerpunkte (2 von 7)	12	 Auslandssemester	15		
		<ul style="list-style-type: none"> International Entrepreneurship: Identifying and Generating a Business Idea Corporate Strategy & Innovation: Corporate Strategy, Innovation and Change International Family Firms: Understanding and Managing Family Businesses Luxury Management: Luxury Markets and Strategies Digital Business Management: Digital Business Models 	3	3	<ul style="list-style-type: none"> International Finance: Unternehmensfinanzierung und Portfoliomanagement International Marketing: Integrierte Unternehmenskommunikation und Beziehungsmarketing International Entrepreneurship: Establishing a Start-up and Testing the Business Idea Corporate Strategy & Innovation: Corporate Entrepreneurship, Global Alliances and Investment in Growth International Family Firms: Building, Protecting and Investing Family Wealth Luxury Management: Luxury Marketing and Luxury Brand Management Digital Business Management: Digital Business Transformation 			6	6
		International Finance	3						
		<ul style="list-style-type: none"> Internationales Finanzmanagement 							
		International Marketing	3						
		<ul style="list-style-type: none"> Internationales Dienstleistungsmarketing 							
		Business Project	3	Business Project	3	 Masterarbeit	15		
MBS Core Modules	Intern. Business & Management	Internationale Betriebswirtschaft und Management	6	Internationaler Fokus (1 von 4)	3	 Masterarbeit	15		
		<ul style="list-style-type: none"> Internationales Strategisches Management Organizational Behavior Conscious Business 		<ul style="list-style-type: none"> Business in Latin America Business in China Business in USA and Canada Business in Emerging Economies (Business in Europe; nur im English Track) 					
		Internationaler Fokus (1 von 2)	3						
	<ul style="list-style-type: none"> Business in Latin America Business in China (Business in Germany; nur im English Track) 								
		Fremdsprache (optional)	(3)	Fremdsprache (optional)	(3)				
		Spanish, Chinese, (German)		Spanish, Chinese, (German)					
Executive Skills		Kommunikation im internationalen Geschäft	6	Verantwortungsvolle Führung im globalen Kontext	5				
		<ul style="list-style-type: none"> Business Communication Wirtschaftsethik Verhandlungstechniken 		<ul style="list-style-type: none"> Verantwortungsvolle Führung Wirtschaft und Gesellschaft Masterarbeit Vorbereitung 					
		MBS Engagement		MBS Engagement	1				
Total ECTS 90									

¹⁾ Im English Track werden alle Kurse auf Englisch durchgeführt; die Kurse „Business in Germany“ und „German“ sind nur von internationalen Studierenden belegbar.