



MODULE OVERVIEW



Master International Business

		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	15
		International Entrepreneurship: Identifying and Generating a Business Idea	3	International Finance: Corporate Finance and Portfolio Management	6		
		Corporate Strategy & Innovation: Corporate Strategy, Innovation and Change	3	International Marketing: Integrated Corporate Communication and Relationship Marketing	6		
		International Family Firms: Understanding and Managing Family Businesses	3	International Entrepreneurship: Establishing a Start-up and Testing the Business Idea	6		
		Luxury Management: Luxury Markets and Strategies	3	Corporate Strategy & Innovation: Corporate Entrepreneurship, Global Alliances and Investment in Growth	6		
		Digital Business Management: Digital Business Models	3	International Family Firms: Building, Protecting and Investing Family Wealth	6		
International Finance	3	Luxury Management: Luxury Marketing and Luxury Brand Management	6	 Master Thesis	15		
International Finance Management		Digital Business Management: Digital Business Transformation	6				
International Marketing	3	Electives (2 out of 10)	6				
		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		
		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				
	Business in Germany Business in Latin America Business in China						
		Foreign Language (optional)	(3)	Foreign Language (optional)	(3)		
		German, Spanish, Chinese		German, Spanish, Chinese			
Executive Skills		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).

