





		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		
				Wahlfächer (2 von 10)	6				
				<ul style="list-style-type: none"> 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 					
MBS Core Modules	Intern. Business & Management	Internationale Betriebswirtschaft und Management	6	Internationaler Fokus (1 von 4)	3				
		<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.