

Master degree
Business Management M.A.

Overview 3 und 4 semester

1st Semester	Start with 180 ECTS	2nd Semester	Start with 210 ECTS	3rd Semester	4th Semester
Digital Technologies 5 ECTS 3 SWS		Foresight and Global Trends 5 ECTS 3 SWS		Strategy and Innovation Processes 5 ECTS 3 SWS	Leadership and Entrepreneurial Thinking 5 ECTS 3 SWS
Current Issues 5 ECTS 3 SWS		Statistics and Business Mathematics 5 ECTS 3 SWS		Contemporary Management Thinking 5 ECTS 3 SWS	Management Research 5 ECTS 2 SWS
Research-oriented Project 10 ECTS 3 SWS		Marketing Strategy 5 ECTS 3 SWS		Accounting and Finance 5 ECTS 3 SWS	Master Thesis 20 ECTS individuelle Betreuung
		Digital Transformation and Operations 5 ECTS 3 SWS		Applied Business Intelligence and Analytics 5 ECTS 3 SWS	
Practice-based Project 10 ECTS 3 SWS		Interdisciplinary Project 10 ECTS 3 SWS		Fokus Project 10 ECTS 3 SWS	
30 ECTS / 12 SWS		30 ECTS / 15 SWS		30 ECTS / 15 SWS	

Job perspectives

- Key Account Manager/in
- Production Manager/in
- Executive Project Manager/in
- Senior Press Officer
- Product Manager/in
- Social Media Manager/in
- Mobile Media Manager/in

Projects from the studies

- Analysis of the cooperation between start-ups and established companies in cooperation with EY Ernst & Young and publication of the study: "Riding the Digital Wave: Digital Transformation through Collaboration"
- Ideas for second screen formats and conception of a mobile video app for the production company of the ProSiebenSat.1 group RedSeven
- Development of a multimedia content platform for the portfolio-related knowledge management of the Allianz Group