

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

Master degree
Business Management M.A.
Specialisation Strategic Marketing

Overview 3 und 4 semester

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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
		Brands and Branding 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	30 ECTS / 5 SWS

Job perspectives

- Senior Marketing Manager/in
- Digital Marketing Manager/in
- Innovation Manager/in
- Product Manager/in
- Marketing Director

Projects from the studies

- Cooperation with Rolls-Royce Motor Cars Limited to create relevant marketing and communication measures
- Development of creative briefs including consumer insight and positioning for the TUI Cruises brand in collaboration with the digital agency Yours Truly
- Development of a digital channel and content strategy for Colgate-Palmolive's oral care sector, including for brands such as Colgate, Elmex, Meridol

Master degree
Business Management M.A.
Specialisation Luxury and Fashion Management

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
		Luxury and Fashion Business 5 ECTS 3 SWS		Brands and Branding 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	30 ECTS / 5 SWS

Job perspectives

- Global Sourcing Executive
- Marketing Executive
- Luxury Brand Manager/in
- Consultant for the Luxury Market
- General Manager/in in Luxury Company

Projects from the studies

- Analysis and recommendations for the use of social media for investor relations at Pioneer Investments
- Considerations for audio branding for Porsche and adaptation of the sound installation "Porsche in the Mix" as a smartphone app for the Porsche Museum
- Development of a gender-specific strategy for the sale of luxury limousines in cooperation with Mercedes-Benz Consulting

Master degree
Business Management M.A.
Specialisation Smart City Management

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		Urbane Structures and Concepts 5 ECTS 3 SWS		Accounting and Finance 5 ECTS 3 SWS	Master Thesis 20 ECTS individuelle Betreuung
		Advanced Smart City Management 5 ECTS 3 SWS		Design and Management of Urban Services 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	30 ECTS / 5 SWS

Job perspectives

- Manager/in Research and Development
- Manager/in for Eco-Systems
- Management Consultant
- Sales Manager/in
- Product Manager/in

Projects from the studies

- Development of new mobility concepts made possible by the Smart City in cooperation with the automotive industry
- Smart energy supply concepts in cooperation with utility companies
- Optimization of delivery systems in cooperation with energy suppliers
- Potential for digital innovations in Smart City Management in cooperation with IT companies