

# MBA General Management Vollzeit

## 1. Trimester

### Managing the Business in the International Environment

- Strategic Management
- Management in the Global Environment
- Managerial Economics

### Internal Management

- Risk Management
- Crisis Management
- Change Management

### Leadership Skills

- Cross Cultural Leadership
- Corporate Governance & Business Ethics
- Negotiation, Communication & Executive Presentations

## 2. Trimester

### Marketing

- Strategic Marketing
- Digital Marketing
- Advanced Market Research

### Finance & Accounting

- Corporate Finance
- Managerial Accounting
- Strategic Cost Management

### Operations & Supply Chain

- Global Sourcing
- Supply Chain Management
- Project Management

## 3. Trimester

### Innovation

- Innovation Management
- New Business Models
- Design Thinking

### IT-enabled Transformation

- Data Science & Business Intelligence
- IT-enabled Information Systems
- IT Management

### Entrepreneurship

- Entrepreneurship
- Business Planning & Modelling
- Capstone Exercise

## 4. Trimester

### Master-Thesis