Modulübersicht

Modul	ECTS	Unterrichtssprache	General Management	Leadership	Strategic Management	Strategic Marketing	Finance for Managers	Economics for Managers	General Management	General Management
			CAS						DAS	MAS
AI for Business	2	DE	WPB	WB	WB	WB	WB	WB	WPB	WPB
AI for Marketing	2	EN	WB	WB	WB	WPB	WB	WB	WB	WB
AI & Strategy	2	DE	WB	WB	WPB	WB	WB	WB	WB	WB
Angewandte Makroökonomie	4	DE	WB	WB	WB	WB	WB	WPB	WB	WPB
Behavioral Economics for Managers	2	DE	WB	WB	WB	WB	WB	WPB	WB	WPB
Change Management	2	DE	WB	WPB	WB	WB	WB	WB	WPB	WPB
Corporate Entrepreneurship	2	DE	WPB	WB	WB	WB	WB	WB	WPB	WPB
Digitale Transformation	2	DE	WPB	WB	WB	WB	WB	WB	WPB	WPB
Digital Marketing	2	DE	WB	WB	WB	WPB	WB	WB	WB	WPB
Economics of Digital Platforms	2	EN	WB	WB	WB	WB	WB	WPB	WB	WPB
eTutorial Accounting	1	DE	WPB	WB	WB	WB	WPB	WB	WPB	WPB
eFundamentals of Corporate Finance	1	DE	WPB	WB	WB	WB	WPB	WB	WPB	WPB
Finance for Managers	2	DE	WPB	WB	WB	WB	WPB	WB	WPB	WPB
Konfliktmanagement	2	DE	WB	WPB	WB	WB	WB	WB	WPB	WPB
Krisenkompetenz	2	DE	WB	WPB	WB	WB	WB	WB	WPB	WPB
Leadership	2	DE	WPB	WPB	WB	WB	WB	WB	WPB	WPB
Leadership Communication	2	DE	WB	WB	WB	WB	WB	WB	WB	WPB
Leveraging Marketing Technologies	2	DE	WB	WB	WB	WPB	WB	WB	WB	WPB
Marketing Analytics	2	EN	WB	WB	WB	WPB	WB	WB	WB	WPB
Marketing Essentials	2	DE	WPB	WB	WB	WPB	WB	WB	WPB	WPB
Markets, Regulations, and Competition Policy	3	DE	WB	WB	WB	WB	WB	WPB	WB	WPB
Mergers & Acquisitions	2	DE	WB	WB	WPB	WB	WPB	WB	WB	WPB
Organisation & Kultur	2	DE	WB	WPB	WB	WB	WB	WB	WPB	WPB
Strategic Brand Management	2	DE	WB	WB	WB	WPB	WB	WB	WB	WPB

Legende:
Wahlpflichtbereich = WPB Wahlbereich = WB

Modul	ECTS	Unterrichtssprache	General Management	Leadership	Strategic Management	Strategic Marketing	Finance for Managers	Economics for Managers	General Management	General Management
			CAS						DAS	MAS
Strategy Execution	2	DE	WB	WB	WPB	WB	WB	WB	WB	WPB
Strategic Finance	2	DE	WB	WB	WPB	WB	WPB	WB	WB	WPB
Strategic Growth, Innovation, and Business Models	2	DE	WB	WB	WB	WB	WB	WB	WB	WPB
Strategy Essentials	2	DE	WPB	WB	WPB	WB	WB	WB	WPB	WPB
Strategische Verhandlungen	3	DE	WB	WB	WB	WB	WB	WB	WPB	WPB
Unternehmenssimulation	2	DE	WB	WB	WB	WB	WB	WB	WPB	WPB
Weitere Module aus dem offenen Wahlbereich										
Communications & Reporting	2	EN	**Wahlbereich**							
Strategic Corporate Governance	2	EN								
Corporate Governance & Corporate Social Responsibility	2	EN								
Investor Relations	2	EN								

Legende:
Wahlpflichtbereich = WPB Wahlbereich = WB