

Curriculum

International Business Management

Master | work-friendly

Semester 1	Semester 2	Semester 3	Semester 4
International Entrepreneurship Lab	International Digital Marketing Lab	International Consulting Lab	Management Hackathon: Solving Complex Business Challenges
Management & Leadership Skills E	International Strategic Management E	CEE/SEE, European & Global Business Environment	Master Thesis (22 ECTS)
Coaching, Critical Thinking & Problem-Solving Skills	Managing the Internationalization Process	Sustainability, ESG Management & Business Ethics	
Artificial Intelligence for Business & Management	Data Analytics & Business Intelligence	Research Skills & Master's Thesis Seminar	
Essentials of Corporate Finance & Controlling	Elective 2A: International HR & People Management (2 modules): International HR Management (5 ECTS); Managing Change and People Development (5 ECTS)	Elective 3A: International Finance & Accounting (2 modules): International Financial Management (5 ECTS); International Accounting (5 ECTS)	
Elective 1A: Intercultural Communication & Negotiation Skills	Elective 2B: International Supply Chain Management (2 modules): Supply Chain Design, Strategies & Digital Technologies (5 ECTS); Sustainable Supply Chains & Lifecycle Management (5 ECTS)	Elective 3B: International Marketing & Sales Management (2 modules): International Market Communication & Brand Management (5 ECTS); International Sales Management (5 ECTS)	Master Exam (3 ECTS)
Elective 1B: Communication & Media Psychology*	Elective 2C: Marketing Psychology (2 modules)*: Consumer Behavior & Pricing Psychology (5 ECTS); Measuring the Consumer Mind (5 ECTS)		

E Includes excursion (field trip to meet practicing managers)

Unless otherwise stated, the modules have a scope of 5 ECTS.

*Marketing Psychology Learning Path (from 2027): subject to approval by the governing bodies