

European Institute for Advanced Behavioural Management

Study plan: Master of Business Administration European Management

Compulsory Modules	1. Academic Year	2. Academic Year
Module 1: Management Basics (9CP)	Strategic Management (3CP) Corporate Sustainability and Social Responsibility (3CP) Soft Skills (3CP)	
Module 2: European Basics (6CP)	European Institutions (3CP) European Regulations (3CP)	
Module 3: Financial Management (6CP)		Learning Business by Doing Business (3CP) Economics and Finance (3CP)
Module 4: Marketing and Management (6CP)		Marketing and Management in Foreign Countries (3CP) Retailing and Logistics (3CP)
Module 5: Operations Management (6CP)	Service Management (3CP) Data Analysis (3CP)	
Module 6: Behavioural Management (12CP)	Entrepreneurship (3CP) Leadership and Human Resource Management (3 CP) Cross-Cultural Management (3CP)	Consumer Behaviour (3CP)
		Masterarbeit (15 CP)
CP	30	30

Updated: 01.10.2021

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