



MBA Entrepreneurship & Innovation and MBA European Management

(subject to modifications)

Modules	MBA Entrepreneurship & Innovation	MBA European Management
Module 1: Management Basics (9CP)	Strategic Management (3CP) Corporate Sustainability and Social Responsibility (3CP) Soft Skills (3CP)	Strategic Management (3CP) Corporate Sustainability and Social Responsibility (3CP) Soft Skills (3CP)
Module 2: European Basics (6CP)	European Institutions (3CP) European Regulations (3CP)	European Institutions (3CP) European Regulations (3CP)
Module 3: Financial Management (6CP)	Learning Business by Doing Business (3CP) Economics and Finance (3CP)	Learning Business by Doing Business (3CP) Economics and Finance (3CP)
Module 4: Marketing and Management (6CP)	Marketing of Innovations (3 CP) Consumer Behaviour (3CP)	Marketing & Management in Foreign Countries (3CP) Retailing and Logistics (3CP)
Module 5: Operations Management & Data Analytics / Operations Management (6CP)	Business Model Development (3 CP) Data Analytics Project (3 CP)	Service Management (3CP) Data Analysis (3CP)
Module 6: Entrepreneurial Management / Behavioural Management (12CP)	Entrepreneurship (3CP) Leadership and Human Resource Management (3 CP) Entrepreneurial Management (3CP) Prototyping and Agile Project Management (3 CP)	Entrepreneurship (3CP) Leadership and Human Resource Management (3 CP) Cross-Cultural Management (3CP) Consumer Behaviour (3CP)
Master Thesis (15 CP)	Master Thesis (15 CP)	Master Thesis (15 CP)