

Management

Master of Science – MSc (CE) – 120 ECTS

Module & Inhalte im Überblick

| Fundamentals (6 ECTS) | |
|-----------------------------------|--------------------------------|
| Grundlagen der Betriebswirtschaft | Grundlagen der Volkswirtschaft |

| Management & Leadership (27 ECTS) | |
|-----------------------------------------------|------------------------------------------------|
| Controlling & Reporting | Unternehmensfinanzierung/ Financial Management |
| Strategisches Management/Strategic Management | Marketing Management |
| Human Resources Management | Leadership |
| Unternehmensethik/Business Ethics | Business Simulation (Planspiel) |

| Künstliche Intelligenz in Organisationen (12 ECTS) | |
|-----------------------------------------------------------|---------------------------------------------|
| Managing AI in a Business Context | Responsible Handling of AI in Organizations |

| Controlling / Finance (12 ECTS) | |
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| Financial- & Management Accounting | Corporate Finance |

| Marketing (12 ECTS) | |
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| Strategic Marketing | Digital Marketing & Analytics |

| Human Resources (12 ECTS) | |
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| Strategisches HR-Management & Zukunft der Arbeit | Resilienz & Achtsamkeit in der Führung |

| Wissenschaftliches Arbeiten, Forschungsmethoden & Masterarbeit (39 ECTS) | |
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