

Study and Examination Regulations (SER) Master of Business Administration (MBA)-1

§ 1 Scope

The SER at hand regulates the Master studies with the degree “Master of Business Administration” (MBA) within the framework of the general study (RSO) and examination regulations of SHB (RPO).

- (1) Area: **Business Administration**
- (2) Major Subject: **Business Administration**

§ 2 Duration and Structure of the Program

- (1) Events, deadlines and locations as well as additional offers are specified in the respective student contract (inclusive study plan).
- (2) Duration and structure: see annex I.

§ 3 Admissions Requirements, Modules, Load

- (1) The basic admission requirements are given in the general certification regulations. Specific admission requirements are given in annex I.
- (2) Modules are specified in annex II.
- (3) Load is specified in annex II.

§ 4 Commencement

Date: 30.11.2015

Annex I: SER MBA
Area: Business Administration
Major Subject: Business Administration
Accreditation: 2013-2021 (FIBAA)

Determined by SHB's University Council and confirmed by the authorised administration of the Senate of Berlin the following specifications shall apply:

1. Duration

The programme takes 24 months, which students normally pass consecutively.

2. Structure

| | min.- | days | hours/h | CP |
|--------------------------------------------------------------------|-------|------------|--------------|-----------|
| a Modules (with compulsory attendance) | | 169 | 1.521 | 75 |
| b Self-studies (recommended) | | 81 | 729 | s.o. |
| c Project work and project documentation (master thesis) | | 50 | 450 | 15 |
| <i>Duration of project documentation/master thesis is 18 weeks</i> | | | | |
| Total study time | | 300 | 2.700 | 90 |
| Thereof in English: min. 25% of the residential seminars | | | | |

3. Special admission requirements

3.1 Program

3.1a Admission to this MBA requires

- Professional Experience: For the duration of the necessary professional/management experience (minimum: 2 years) please refer to the examination committee decision of the respective compulsory optional subject. Within exceptions professional experience acquired before completing a first degree can be credited, however requirements according to MBA standards have to be met i.e. distinct qualified work experience.
- A successfully completed Master program (≥ 240 Credit Points) or Bachelor program (with a minimum of 210 Credit Points; 180 Credit Points and 30 Credit Points acquired out of a university study course). Missing Credit Points needed for admission can be acquired through additional modules within our or other academic institutions (maximum 30 Credit Points).

3.1b Admission test

- Successfully passed admission test. When all formal admission requirements are fulfilled and all application documents are handed in, applicants have to pass an admission test.

The admission test consists of four steps:

- a) Admission interview: motivation for the MBA studies, CV, goals and career plans, project
- b) Case Study or equivalent: problem solving, potential
- c) English language skills: evaluation of language skills. Minimum level: B2 of Common European Framework of Reference for Languages
- d) Closing interview: feedback, next steps

It is not necessary to prepare for this test. The evaluation follows the General Examination Conditions of SHB (RPO § 4).

The result is based on a standardised evaluation form which contains the following criteria: grades, application documents; admission interview, case study; English language skills. The weighting of these criteria is determined by the examination committee and published online. To pass the admission test, a minimum of 51 out of 100 points must be achieved. The written notification of the result follows within seven days.

When the admission test is passed and the chosen master project is approved, the student will be admitted to the program.

4. Modules: Definitions and annotations

4.1 Transfer

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4.2 Basics

-

4.3 Focus

-

4.4 Optional compulsory

4.4a Typically a project is compatible to the chosen optional compulsory module.

4.5 Supplementation compulsory

4.5a In case admission tests document a lack of prior education that potentially could lead to study failure SHB reserves the right to prescribe individual study plans that would include supplementary courses. During the time of individual prestudies and additional courses, students are admitted to the program.

4.5b In case a lack of Credit Points at admission time that may affect the completion of the study, SHB reserves the right to prescribe individual study plans that would include supplementary courses. During the time of additional courses, students are admitted to the program.

4.6 General annotations

- AI Annex I
- AII Annex II
- AP Oral master thesis defence (final exam)
- Art Type
- C Case study
- CP Credit Point according to ECTS = 30h/CP
- ECTS European Credit Transfer and Accumulation System
- F Foundation
- h Hour (basis 9h/day)
- K Written examination

| | |
|------|------------------------------------------------------------------------------------------------------|
| LNW | Examination |
| MT | Master thesis |
| Note | Grade |
| OC | Optional compulsory |
| P | Presentation |
| PK | Project |
| PA | Project work |
| PSA | Project Study Paper |
| S | Seminar (also as lecture/blended learning-unit/tutorial/workshops/colloquiums/etc. [cf. study plan]) |
| SER | Study and Examination Regulations (Educational and Examination Regulations) |
| SL | Self-study |
| TA | Transfer paper |
| Tage | Days |
| TDR | Transfer Documentation Report |
| TR | Transfer |
| VT | Major subject |

5. Modules and Load

See annex II.

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP |
|-----------------------------------------------------------------------------------------------------------|-------------------------------------------------|----|----|-----|---------------------------------|--------------|-------|
| | S | SL | TR | Art | h | | |
| Business Administration (BA) / study / compulsory / MBA / Business Administration BA-182524-2015-06-10 | | | | | | | |
| VT: Business Administration | * | 75 | 81 | 144 | * | * | 90 90 |
| Business Administration (BA) / transfer / compulsory / MBA / Business Administration BA-182525-2015-06-10 | | | | | | | |
| PK: Project (PK) | According to the admittance # cf. PK-modules | * | * | 50 | AP MT PA [TA] [TDR] [PSA] | 450 | 15 15 |
| Business Administration (BA) / transfer / compulsory / MBA / Business Administration BA-182526-2015-06-10 | | | | | | | |
| PK1: Transfer Papers (TA) | Determination in the modules | * | * | * | [TA] | * | * * |
| Business Administration (BA) / transfer / compulsory / MBA / Business Administration BA-182527-2015-06-10 | | | | | | | |
| PK2: Transfer Documentation Reports (TDR) | Determination in the modules | * | * | * | [TDR] | * | * * |
| Business Administration (BA) / transfer / compulsory / MBA / Business Administration BA-182528-2015-06-10 | | | | | | | |
| PK3: Project Study Papers (PSA) | Determination in the modules | * | * | * | [PSA] | * | * * |
| Business Administration (BA) / transfer / compulsory / MBA / Business Administration BA-182529-2015-06-10 | | | | | | | |
| PK4: Project work (PA) | Basis for and documented in the thesis. | * | * | * | PA | * | * * |
| Business Administration (BA) / transfer / compulsory / MBA / Business Administration BA-182530-2015-06-10 | | | | | | | |
| PK5: Thesis | Scientific documentation, based on the project. | * | * | 50 | MT AP | 450 | 15 15 |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182531-2015-06-10 | | | | | | | |
| F: Foundation (F) | * | 50 | 56 | 44 | 6 K 7TA | * | 45 45 |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182532-2015-06-10 | | | | | | | |
| F1: Economics | * | 4 | 6 | * | K | 1 | 3 3 |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182533-2015-06-10 | | | | | | | |
| F1-1: Macroeconomics | * | * | * | * | * | * | * * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182534-2015-06-10 | | | | | | | |
| F1-2: Microeconomics | * | * | * | * | * | * | * * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182535-2015-06-10 | | | | | | | |
| F1-3: Managerial Economics | * | * | * | * | * | * | * * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182536-2015-06-10 | | | | | | | |
| F2: Law | * | 4 | 6 | * | K | 1 | 3 3 |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182537-2015-06-10 | | | | | | | |
| F2-1: Principles of Law | * | * | * | * | * | * | * * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182538-2015-06-10 | | | | | | | |
| F2-2: Legal Framework and Fields of Activity for Executives | * | * | * | * | * | * | * * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182539-2015-06-10 | | | | | | | |
| F3: Project Management & Organization | * | 6 | 7 | 7 | K TA | 1 | 6 6 |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182540-2015-06-10 | | | | | | | |
| F3-1: Interdisciplinary Scientific Work | * | * | * | * | * | * | * * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182541-2015-06-10 | | | | | | | |
| F3-2: Methods of Project Planning and Management | * | * | * | * | * | * | * * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182542-2015-06-10 | | | | | | | |
| F3-3: Information Systems Management | * | * | * | * | * | * | * * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182543-2015-06-10 | | | | | | | |
| F3-4: Organizational Management | * | * | * | * | * | * | * * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182544-2015-06-10 | | | | | | | |
| F3-5: Operations Management | * | * | * | * | * | * | * * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182545-2015-06-10 | | | | | | | |
| F4: Entrepreneurship & Strategy | * | 9 | 5 | 6 | K TA | 1 | 6 6 |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182546-2015-06-10 | | | | | | | |
| F4-1: Principles of Practical Corporate Management | * | * | * | * | * | * | * * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182547-2015-06-10 | | | | | | | |
| F4-2: Principles of Entrepreneurship | * | * | * | * | * | * | * * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182548-2015-06-10 | | | | | | | |
| F4-3: Innovation Management | * | * | * | * | * | * | * * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182549-2015-06-10 | | | | | | | |
| F4-4: Management of Strategies | * | * | * | * | * | * | * * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182550-2015-06-10 | | | | | | | |
| F4-5: Business Strategy | * | * | * | * | * | * | * * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration BA-182551-2015-06-10 | | | | | | | |
| F4-6: Corporate Strategy | * | * | * | * | * | * | * * |

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunktinhalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP |
|------------------------------------------------------------------------------------|----------------------|----|----|------|---|--------------|----|
| | S | SL | TR | Art | h | | |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182552-2015-06-10 | | | | | | |
| F5: Marketing | 6 | 7 | 7 | K TA | 1 | 6 | 6 |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182553-2015-06-10 | | | | | | |
| F5-1: Principles of Marketing | * | * | * | * | * | * | * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182554-2015-06-10 | | | | | | |
| F5-2: Market Research | * | * | * | * | * | * | * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182555-2015-06-10 | | | | | | |
| F5-3: Marketing and Sales Management | * | * | * | * | * | * | * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182556-2015-06-10 | | | | | | |
| F6: Accounting & Corporate Finance | 9 | 11 | 10 | K TA | 1 | 9 | 9 |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182557-2015-06-10 | | | | | | |
| F6-1: Principles of Accounting | * | * | * | * | * | * | * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182558-2015-06-10 | | | | | | |
| F6-2: Financial Analysis | * | * | * | * | * | * | * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182559-2015-06-10 | | | | | | |
| F6-3: Financial Reporting and Controlling | * | * | * | * | * | * | * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182560-2015-06-10 | | | | | | |
| F6-4: Principles of Corporate Finance | * | * | * | * | * | * | * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182561-2015-06-10 | | | | | | |
| F6-5: Models and Systems | * | * | * | * | * | * | * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182562-2015-06-10 | | | | | | |
| F7: International Management | 6 | 7 | 7 | TA | * | 6 | 6 |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182563-2015-06-10 | | | | | | |
| F7-1: Principles of Foreign Trade | * | * | * | * | * | * | * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182564-2015-06-10 | | | | | | |
| F7-2: Principles of International Management | * | * | * | * | * | * | * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182565-2015-06-10 | | | | | | |
| F7-3: Cross-Cultural Management | * | * | * | * | * | * | * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182566-2015-06-10 | | | | | | |
| F8: Leadership & Competencies I | 4 | 3 | 3 | TA | * | 3 | 3 |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182567-2015-06-10 | | | | | | |
| F8-1: Personality | * | * | * | * | * | * | * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182568-2015-06-10 | | | | | | |
| F8-2: Development of Competencies | * | * | * | * | * | * | * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182569-2015-06-10 | | | | | | |
| F9: Leadership & Competencies II | 2 | 4 | 4 | TA | * | 3 | 3 |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182570-2015-06-10 | | | | | | |
| F9-1: Leadership | * | * | * | * | * | * | * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182571-2015-06-10 | | | | | | |
| F9-2: Organizational Behavior | * | * | * | * | * | * | * |
| Business Administration (BA) / basics / compulsory / MBA / Business Administration | BA-182572-2015-06-10 | | | | | | |
| F9-3: Human Resource Management | * | * | * | * | * | * | * |

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|------|----|----|--------------|---|--------------|----|
| | S | SL | TR | Art | h | | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration OC: Optional compulsory (OC) | * | * | * | * | * | 30 | 30 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI: OC: Business Intelligence (BI) | 21 | 29 | 39 | 4K 2C 4TA | * | 30 | 30 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI1: Strategy & Methods | 8 | 9 | 13 | K C TA | 1 | 9 | 9 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI1-1: Performance Management Concept | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI1-2: Methods of Performance Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI1-3: Elements of a BI Strategy | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI1-4: Integration of a BI Strategy | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI1-5: Value Added Aspects of BI in a Company | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI1-6: Project Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI1-7: Risk and Quality Aspects | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI1-8: Demand Analysis | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI1-9: Information Modeling Scenarios | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI2: Applications I & II | 3 | 10 | 11 | K C TA | 1 | 7 | 7 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI2-1: Reporting | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI2-2: Multidimensional Database Models | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI2-3: User Interfaces | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI2-4: Analytical Processing | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI2-5: Information Deployment | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI2-6: Security and Access Regulations | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI2-7: Planning Strategy | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI2-8: Functions Inside the Planning Process | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI2-9: Simulation | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI2-10: Process Support | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI3: International Marketing | 5 | 5 | 13 | K TA | 1 | 7 | 7 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI3-1: Business Development International | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI3-2: Market Entry Strategy | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI3-3: Distribution | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI4: Business Culture | 5 | 5 | 13 | K TA | 1 | 7 | 7 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI4-1: Business Ethics | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI4-2: Conflict Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI4-3: Moderation | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BI4-4: Rhetoric | * | * | * | * | * | * | * |

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP | |
|-----------------------------------------------------------------------------------------------|------|----|----|----------------------|---|--------------|----|----------------------|
| | S | SL | TR | Art | h | | | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182605-2015-06-10 |
| CL: OC: Creative Leadership (CL) | 25 | 42 | 34 | 2K/C 2K/TA PSA | * | 30 | 30 | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182606-2015-06-10 |
| CL1: Principles of Creative Leadership | 7 | 13 | * | K/C | 2 | 6 | 6 | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182607-2015-06-10 |
| CL1-1: Creative Leadership Challenges | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182608-2015-06-10 |
| CL1-2: Leadership Issues in Today's Creative Business | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182609-2015-06-10 |
| CL1-3: Advanced Creative Leadership: Understanding and Motivating People | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182610-2015-06-10 |
| CL1-4: Leading Dynamic Teams in the Creative Industry | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182611-2015-06-10 |
| CL1-5: Interdisciplinary Look at Creative Leadership | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182612-2015-06-10 |
| CL2: Management in Creative Industries | 6 | 7 | 11 | K/TA | 1 | 7 | 7 | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182613-2015-06-10 |
| CL2-1: Managing Corporate Systems, Structure and Processes in the Creative Industry | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182614-2015-06-10 |
| CL2-2: Creative Marketing | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182615-2015-06-10 |
| CL2-3: Global and Intercultural Marketing | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182616-2015-06-10 |
| CL2-4: Organizational Leadership and Managing a Corporate Culture | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182617-2015-06-10 |
| CL2-5: Planning and Controlling in Creative Business | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182618-2015-06-10 |
| CL2-6: Understanding Geopolitics, Society/Law and Culture/Media | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182619-2015-06-10 |
| CL3: Management of Creative Products | 6 | 11 | * | K/C | 2 | 5 | 5 | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182620-2015-06-10 |
| CL3-1: Research and Development in Creative Business | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182621-2015-06-10 |
| CL3-2: Leading Innovation and Creativity | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182622-2015-06-10 |
| CL3-3: Creative Industry Analysis and Strategies | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182623-2015-06-10 |
| CL3-4: The Convergence of Content and Technologies: Understanding the T.I.M.E-Industry | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182624-2015-06-10 |
| CL3-5: Impacting the Creative Industry | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182625-2015-06-10 |
| CL4: Self-Management and Entrepreneurial Behavior | 6 | 11 | * | K/TA | 2 | 5 | 5 | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182626-2015-06-10 |
| CL4-1: Decision Making | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182627-2015-06-10 |
| CL4-2: Power and Career Management | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182628-2015-06-10 |
| CL4-3: Roles and Engagement of Creative Leaders | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182629-2015-06-10 |
| CL4-4: Business Intelligence | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182630-2015-06-10 |
| CL4-5: Creative Entrepreneurship | * | * | * | * | * | * | * | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | | | BA-182631-2015-06-10 |
| CL5: Project Study Paper (PSA) | * | * | 23 | PSA | 1 | 7 | 7 | |

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP |
|-----------------------------------------------------------------------------------------------------------------|------|----|----|-----------------------|---|--------------|----|
| | S | SL | TR | Art | h | | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182632-2015-06-10 | | | | | | | |
| FSI: OC: Financial Services Industry (FSI) | 25 | 42 | 34 | 2 K/C 2K/TA PSA | * | 30 | 30 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182633-2015-06-10 | | | | | | | |
| FSI1: Markets, Convergence and Integration in the FSI | 6 | 14 | * | K/C | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182634-2015-06-10 | | | | | | | |
| FSI1-1: Strategic Management in the FSI | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182635-2015-06-10 | | | | | | | |
| FSI1-2: Sectoral Convergence | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182636-2015-06-10 | | | | | | | |
| FSI1-3: Future of Finance | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182637-2015-06-10 | | | | | | | |
| FSI2: International FSI Markets and Management | 7 | 6 | 11 | K/TA | 1 | 7 | 7 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182638-2015-06-10 | | | | | | | |
| FSI2-1: International Financial Markets and Systems | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182639-2015-06-10 | | | | | | | |
| FSI2-2: International Financial Management by the USA | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182640-2015-06-10 | | | | | | | |
| FSI2-3: International Financial Management by Asia and Emerging Markets | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182641-2015-06-10 | | | | | | | |
| FSI3: Innovation, Management and Strategies in the FSI | 7 | 10 | * | K/TA | 1 | 5 | 5 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182642-2015-06-10 | | | | | | | |
| FSI3-1: Modern Corporate Management and Innovative Banking Products | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182643-2015-06-10 | | | | | | | |
| FSI3-2: Modern Corporate Management and Innovative Asset Management Products | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182644-2015-06-10 | | | | | | | |
| FSI3-3: Modern Corporate Management and Innovative Insurance Products | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182645-2015-06-10 | | | | | | | |
| FSI4: Asset Management and Quantitative Methods (FSI4a) / Managing Insurance Companies (FSI4b) | 5 | 12 | * | K/C | 1 | 5 | 5 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182646-2015-06-10 | | | | | | | |
| FSI4a: Asset Management and Quantitative Methods | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182647-2015-06-10 | | | | | | | |
| FSI4a-1: Portfolio Theory and Capital Markets Theory | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182648-2015-06-10 | | | | | | | |
| FSI4a-2: Financial Derivatives and Financial Risk Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182649-2015-06-10 | | | | | | | |
| FSI4a-3: Chart Analysis and Fundamental Analysis | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182650-2015-06-10 | | | | | | | |
| FSI4a-4: Behavioral Finance | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182651-2015-06-10 | | | | | | | |
| FSI4b: Managing Insurance Companies | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182652-2015-06-10 | | | | | | | |
| FSI4b-1: Management of Property Insurance | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182653-2015-06-10 | | | | | | | |
| FSI4b-2: Management of Personal Insurance | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182654-2015-06-10 | | | | | | | |
| FSI4b-3: Management of Reinsurance and Fundamentals of Insurance Mathematics | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182655-2015-06-10 | | | | | | | |
| FSI5: Project Study Paper (PSA) | * | * | 23 | PSA | 1 | 7 | 7 |

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP | |
|--------------------------------------------------------------------------------------------|------------------------------|----|----|-----|------|----------------------|----|----|
| | S | SL | TR | Art | h | | | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182656-2015-06-10 | | |
| GM: OC: General Management (GM) | * | 26 | 29 | 45 | 5PSA | * | 30 | 30 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182657-2015-06-10 | | |
| GM1: Objectives and Strategy | * | 6 | 5 | 9 | PSA | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182658-2015-06-10 | | |
| GM1-1: Methods of Project Planning and Management | Advanced | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182659-2015-06-10 | | |
| GM1-2: Entrepreneurship | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182660-2015-06-10 | | |
| GM1-3: Project Study Paper GM1 | Objectives and Strategy Plan | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182661-2015-06-10 | | |
| GM2: Marketing Management | * | 4 | 7 | 9 | PSA | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182662-2015-06-10 | | |
| GM2-1: Quality Management | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182663-2015-06-10 | | |
| GM2-2: Marketing Management | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182664-2015-06-10 | | |
| GM2-3: Practical Corporate Management | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182665-2015-06-10 | | |
| GM2-4: Project Study Paper GM2 | Marketing and Sales Plan | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182666-2015-06-10 | | |
| GM3: Finance | * | 4 | 7 | 9 | PSA | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182667-2015-06-10 | | |
| GM3-1: Managerial Economics | Advanced | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182668-2015-06-10 | | |
| GM3-2: Project Study Paper GM3 | Finance Plan | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182669-2015-06-10 | | |
| GM4: Globalisation | * | 6 | 5 | 9 | PSA | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182670-2015-06-10 | | |
| GM4-1: International Management | Foreign Study | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182671-2015-06-10 | | |
| GM4-2: Cross-Cultural Management | Advanced # Foreign Study | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182672-2015-06-10 | | |
| GM4-3: Project Study Paper GM4 | Globalisation Plan | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182673-2015-06-10 | | |
| GM5: Personality | * | 6 | 5 | 9 | PSA | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182674-2015-06-10 | | |
| GM5-1: Rhetoric | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182675-2015-06-10 | | |
| GM5-2: Personality | Advanced | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182676-2015-06-10 | | |
| GM5-3: Development of Competencies | Advanced | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182677-2015-06-10 | | |
| GM5-4: Project Study Paper GM5 | Competence Development Plan | * | * | * | * | * | * | * |

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP | |
|--------------------------------------------------------------------------------------------------------------------------------------------------|------|----|----|-----|--------------|--------------|----|----|
| | S | SL | TR | Art | h | | | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182678-2015-06-10 | | | | | | | | |
| GRCF: OC: Governance, Risk, Compliance and Fraud Management (GRFC) | * | 25 | 41 | 34 | 4C TA PSA | * | 30 | 30 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182679-2015-06-10 | | | | | | | | |
| GRCF1: Corporate Governance | * | 5 | 11 | * | C | 2 | 5 | 5 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182680-2015-06-10 | | | | | | | | |
| GRCF1-1: Components of Corporate Governance | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182681-2015-06-10 | | | | | | | | |
| GRCF1-2: Adapting Leadership to the Needs of Globally Operating Businesses | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182682-2015-06-10 | | | | | | | | |
| GRCF1-3: Increasing Success by Effective and Constructive Management under Consideration of Political Frameworks | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182683-2015-06-10 | | | | | | | | |
| GRCF1-4: Creation of Competence Networks | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182684-2015-06-10 | | | | | | | | |
| GRCF2: Compliance | * | 7 | 13 | * | C | 2 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182685-2015-06-10 | | | | | | | | |
| GRCF2-1: Corporate Values | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182686-2015-06-10 | | | | | | | | |
| GRCF2-2: Compliance Measures for Risk Mitigation, Increased Productivity and Effectiveness | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182687-2015-06-10 | | | | | | | | |
| GRCF2-3: Increasing Competitiveness through a Code of Conduct | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182688-2015-06-10 | | | | | | | | |
| GRCF2-4: Ethics Management in Accordance with International Standards | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182689-2015-06-10 | | | | | | | | |
| GRCF3: Risk Management | * | 6 | 11 | * | C | 2 | 5 | 5 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182690-2015-06-10 | | | | | | | | |
| GRCF3-1: Risk Identification, Risk Assessment, Risk Response | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182691-2015-06-10 | | | | | | | | |
| GRCF3-2: Implementation of Effective Risk Management Systems | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182692-2015-06-10 | | | | | | | | |
| GRCF3-3: Crisis Prevention as a Management Responsibility | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182693-2015-06-10 | | | | | | | | |
| GRCF3-4: Creation of an Effective and Successful Crisis Management Group | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182694-2015-06-10 | | | | | | | | |
| GRCF4: Fraud Management | * | 7 | 6 | 11 | CTA | 2 | 7 | 7 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182695-2015-06-10 | | | | | | | | |
| GRCF4-1: Fraud Prevention by Systematic Evaluation of Potential Fraud Risks | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182696-2015-06-10 | | | | | | | | |
| GRCF4-2: Development of Best Practices | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182697-2015-06-10 | | | | | | | | |
| GRCF4-3: Forensic Investigation | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182698-2015-06-10 | | | | | | | | |
| GRCF5: Project Study Paper (PSA) | * | * | 23 | PSA | | 1 | 7 | 7 |

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP |
|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------|----|----|----------------------|---|--------------|----|
| | S | SL | TR | Art | h | | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182699-2015-06-10 | | | | | | | |
| MA: OC: Marketing (MA) | 25 | 42 | 34 | 2K/C 2K/TA PSA | * | 30 | 30 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182700-2015-06-10 | | | | | | | |
| MA1: Marketing Trends and Management | 7 | 6 | 11 | K/TA | 1 | 7 | 7 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182701-2015-06-10 | | | | | | | |
| MA1-1: Strategic Marketing Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182702-2015-06-10 | | | | | | | |
| MA1-2: Setting the Marketing Agenda | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182703-2015-06-10 | | | | | | | |
| MA1-3: Product and Program Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182704-2015-06-10 | | | | | | | |
| MA1-4: International Marketing | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182705-2015-06-10 | | | | | | | |
| MA1-5: Future of Marketing - The Executive Case Day | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182706-2015-06-10 | | | | | | | |
| MA2: Behavior, Communication and Media in Marketing | 6 | 14 | * | K/C | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182707-2015-06-10 | | | | | | | |
| MA2-1: Media and Communication Theory | Psychological and Physiological Fundamentals | | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182708-2015-06-10 | | | | | | | |
| MA2-2: Consumer Behavior | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182709-2015-06-10 | | | | | | | |
| MA2-3: Marketing Communication | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182710-2015-06-10 | | | | | | | |
| MA2-4: Media Markets and Planning | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182711-2015-06-10 | | | | | | | |
| MA2-5: Dialog Marketing | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182712-2015-06-10 | | | | | | | |
| MA2-6: Public Relations | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182713-2015-06-10 | | | | | | | |
| MA3: Marketing Branches and Sectors | 6 | 11 | * | K/C | 1 | 5 | 5 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182714-2015-06-10 | | | | | | | |
| MA3-1: Service Marketing | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182715-2015-06-10 | | | | | | | |
| MA3-2: Industrial Marketing | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182716-2015-06-10 | | | | | | | |
| MA3-3: Retail Marketing | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182717-2015-06-10 | | | | | | | |
| MA4: Marketing Management and Organization | 6 | 11 | * | K/TA | 1 | 5 | 5 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182718-2015-06-10 | | | | | | | |
| MA4-1: Pricing | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182719-2015-06-10 | | | | | | | |
| MA4-2: Marketing Controlling | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182720-2015-06-10 | | | | | | | |
| MA4-3: Marketing Organization and CRM | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182721-2015-06-10 | | | | | | | |
| MA4-4: Distribution Policy | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182722-2015-06-10 | | | | | | | |
| MA5: Project Study Paper (PSA) | * | * | 23 | PSA | 1 | 7 | 7 |

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP |
|-----------------------------------------------------------------------------------------------------------------|--------------------------------------------------|----|----|------------------|---|--------------|----|
| | S | SL | TR | Art | h | | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182723-2015-06-10 | | | | | | | |
| MM: OC: Media Management (MM) | 25 | 42 | 34 | 3K/C K/TA PSA | * | 30 | 30 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182724-2015-06-10 | | | | | | | |
| MM1: Strategic and Functional Media Management | 7 | 13 | * | K/C | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182725-2015-06-10 | | | | | | | |
| MM1-1: Strategic Media Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182726-2015-06-10 | | | | | | | |
| MM1-2: Marketing and Sales for the Media Industry | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182727-2015-06-10 | | | | | | | |
| MM1-3: Finance and Accounting for the Media Industry | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182728-2015-06-10 | | | | | | | |
| MM1-4: Future of Media Management - The Executive Case Day | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182729-2015-06-10 | | | | | | | |
| MM2: Markets, Systems and Principles of Media | 6 | 7 | 11 | K/TA | 1 | 7 | 7 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182730-2015-06-10 | | | | | | | |
| MM2-1: Media and Communication Theory 1 | Psychological and Physiological Fundamentals | | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182731-2015-06-10 | | | | | | | |
| MM2-2: Media and Communication Theory 2 | Mass Communication and Sociological Fundamentals | | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182732-2015-06-10 | | | | | | | |
| MM2-3: Setting the Agenda for the T.I.M.E.-Industry | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182733-2015-06-10 | | | | | | | |
| MM2-4: National and European Media Systems | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182734-2015-06-10 | | | | | | | |
| MM2-5: International Media Markets and Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182735-2015-06-10 | | | | | | | |
| MM3: Media Management I - Broadcasting, Film and Music | 6 | 11 | * | K/C | 1 | 5 | 5 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182736-2015-06-10 | | | | | | | |
| MM3-1: TV - Management and Markets | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182737-2015-06-10 | | | | | | | |
| MM3-2: Radio - Management and Markets | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182738-2015-06-10 | | | | | | | |
| MM3-3: Film - Management and Markets | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182739-2015-06-10 | | | | | | | |
| MM3-4: Music - Management and Markets | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182740-2015-06-10 | | | | | | | |
| MM4: Media Management II - Print, Online and Interactive Media | 6 | 11 | * | K/C | 1 | 5 | 5 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182741-2015-06-10 | | | | | | | |
| MM4-1: Newspaper, Magazines and News - Management and Markets | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182742-2015-06-10 | | | | | | | |
| MM4-2: Books - Management and Markets | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182743-2015-06-10 | | | | | | | |
| MM4-3: Internet and Online Media - Management and Markets | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182744-2015-06-10 | | | | | | | |
| MM4-4: Games - Management and Markets | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182745-2015-06-10 | | | | | | | |
| MM4-5: Telecommunication and Mobile Media - Management and Markets | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182746-2015-06-10 | | | | | | | |
| MM5: Project Study Paper (PSA) | * | * | 23 | PSA | 1 | 7 | 7 |

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunkthalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP | |
|-----------------------------------------------------------------------------------------------------------------|------------------------------|----|----|-----|------|--------------|----|----|
| | S | SL | TR | Art | h | | | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182747-2015-06-10 | | | | | | | | |
| PM: OC: Public Management (PM) | * | 26 | 29 | 45 | 5PSA | * | 30 | 30 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182748-2015-06-10 | | | | | | | | |
| PM1: Public Project Management | * | 6 | 5 | 9 | PSA | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182749-2015-06-10 | | | | | | | | |
| PM1-1: Methods of Public Project Planning and Management | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182750-2015-06-10 | | | | | | | | |
| PM1-2: Entrepreneurship | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182751-2015-06-10 | | | | | | | | |
| PM1-3: Project Study Paper PM1 | Objectives and Strategy Plan | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182752-2015-06-10 | | | | | | | | |
| PM2: Marketing and Quality Management in the Public Sector | * | 4 | 7 | 9 | PSA | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182753-2015-06-10 | | | | | | | | |
| PM2-1: Quality Management in the Public Sector | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182754-2015-06-10 | | | | | | | | |
| PM2-2: Marketing Management in the Public Sector | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182755-2015-06-10 | | | | | | | | |
| PM2-3: Practical Corporate Management | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182756-2015-06-10 | | | | | | | | |
| PM2-4: Project Study Paper PM2 | Marketing and Sales Plan | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182757-2015-06-10 | | | | | | | | |
| PM3: Public Management | * | 4 | 7 | 9 | PSA | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182758-2015-06-10 | | | | | | | | |
| PM3-1: Managerial Economics | Advanced | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182759-2015-06-10 | | | | | | | | |
| PM3-2: Project Study Paper PM3 | Finance Plan | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182760-2015-06-10 | | | | | | | | |
| PM4: Internationalisation and Globalisation | * | 6 | 5 | 9 | PSA | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182761-2015-06-10 | | | | | | | | |
| PM4-1: International Public Management | Foreign Study | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182762-2015-06-10 | | | | | | | | |
| PM4-2: Cross-Cultural Management | Advanced # Foreign Study | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182763-2015-06-10 | | | | | | | | |
| PM4-3: Project Study Paper PM4 | Globalisation Plan | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182764-2015-06-10 | | | | | | | | |
| PM5: Personality | * | 6 | 5 | 9 | PSA | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182765-2015-06-10 | | | | | | | | |
| PM5-1: Leadership Abilities | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182766-2015-06-10 | | | | | | | | |
| PM5-2: Personality | Advanced | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182767-2015-06-10 | | | | | | | | |
| PM5-3: Development of Competencies | Advanced | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182768-2015-06-10 | | | | | | | | |
| PM5-4: Project Study Paper PM5 | Competence Development Plan | * | * | * | * | * | * | * |

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP |
|--------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|----|----|--------------|---|----------------------|----|
| | S | SL | TR | Art | h | | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182769-2015-06-10 | |
| SME: OC: SME-Management (SME) | 25 | 39 | 36 | 5K 2C 3TA | * | 30 | 30 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182770-2015-06-10 | |
| SME1: Innovation of the Value Creation Chain | 5 | 5 | 10 | K C TA | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182771-2015-06-10 | |
| SME1-1: Innovation of the Value Creation Chain 1 | Strategic Orientation of Companies by New Perspectives for Market # Product, Company Process and Value Creation Models | | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182772-2015-06-10 | |
| SME1-2: Innovation of the Value Creation Chain 2 | Innovation of Strategic Resources, such as Companies Key Processes, Core Competences and Assets | | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182773-2015-06-10 | |
| SME1-3: Boosters for Business Growth | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182774-2015-06-10 | |
| SME2: Information Technology | 6 | 11 | * | K C | 1 | 5 | 5 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182775-2015-06-10 | |
| SME2-1: Workflow Management Systems | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182776-2015-06-10 | |
| SME2-2: E-Business | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182777-2015-06-10 | |
| SME2-3: Management Information Systems | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182778-2015-06-10 | |
| SME3: Controlling | 4 | 13 | * | K | 1 | 5 | 5 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182779-2015-06-10 | |
| SME3-1: Central / Decentralized Controlling | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182780-2015-06-10 | |
| SME3-2: Contribution Margin | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182781-2015-06-10 | |
| SME3-3: Cost Center Planning | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182782-2015-06-10 | |
| SME3-4: Product Costing | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182783-2015-06-10 | |
| SME4: International Marketing | 5 | 5 | 13 | K TA | 1 | 7 | 7 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182784-2015-06-10 | |
| SME4-1: Business Development International | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182785-2015-06-10 | |
| SME4-2: Market Entry Strategy | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182786-2015-06-10 | |
| SME4-3: Distribution | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182787-2015-06-10 | |
| SME5: Business Culture | 5 | 5 | 13 | K TA | 1 | 7 | 7 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182788-2015-06-10 | |
| SME5-1: Business Ethics | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182789-2015-06-10 | |
| SME5-2: Conflict Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182790-2015-06-10 | |
| SME5-3: Moderation | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration | | | | | | BA-182791-2015-06-10 | |
| SME5-4: Rhetoric | * | * | * | * | * | * | * |

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunkthalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP |
|--------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|----|----|------|---|--------------|----|
| | S | SL | TR | Art | h | | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182792-2015-06-10 | | | | | | | |
| SHEM: OC: Social, Healthcare and Education Management (SHEM) | 26 | 29 | 45 | 5PSA | * | 30 | 30 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182793-2015-06-10 | | | | | | | |
| SHEM1: Healthcare Management (SHEM1a) / Social Management (SHEM1b) / Education Management (SHEM1c) | Choice of SHEM1a or SHEM1b or SHEM1c | | | PSA | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182794-2015-06-10 | | | | | | | |
| SHEM1a: Healthcare Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182795-2015-06-10 | | | | | | | |
| SHEM1a-1: Structures and Principles of Healthcare Systems (National / International) | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182796-2015-06-10 | | | | | | | |
| SHEM1a-2: Structures and Principles of Healthcare Economics | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182797-2015-06-10 | | | | | | | |
| SHEM1a-3: Principles of Healthcare Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182798-2015-06-10 | | | | | | | |
| SHEM1a-4: Principles of Healthcare Prevention, Promotion and Provision | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182799-2015-06-10 | | | | | | | |
| SHEM1a-5: Project Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182800-2015-06-10 | | | | | | | |
| SHEM1b: Social Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182801-2015-06-10 | | | | | | | |
| SHEM1b-1: Structures and Principles of Social Care Systems and Social Security | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182802-2015-06-10 | | | | | | | |
| SHEM1b-2: Principles of Social Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182803-2015-06-10 | | | | | | | |
| SHEM1b-3: Project Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182804-2015-06-10 | | | | | | | |
| SHEM1c: Education Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182805-2015-06-10 | | | | | | | |
| SHEM1c-1: Structures of Education Systems and Principles of Education Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182806-2015-06-10 | | | | | | | |
| SHEM1c-2: Systemic Counseling and Psychology | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182807-2015-06-10 | | | | | | | |
| SHEM1c-3: Project Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182808-2015-06-10 | | | | | | | |
| SHEM2: Financial Management | 4 | 7 | 9 | PSA | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182809-2015-06-10 | | | | | | | |
| SHEM2-1: Financial Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182810-2015-06-10 | | | | | | | |
| SHEM2-2: Accounting und Controlling | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182811-2015-06-10 | | | | | | | |
| SHEM3: Marketing and Quality Management | 4 | 7 | 9 | PSA | 1 | 6 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182812-2015-06-10 | | | | | | | |
| SHEM3-1: Marketing Management | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182813-2015-06-10 | | | | | | | |
| SHEM3-2: Public Relations | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182814-2015-06-10 | | | | | | | |
| SHEM3-3: Quality Management | * | * | * | * | * | * | * |

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP |
|------------------------------------------------------------------|------|----|----|-----|---|--------------|----|
| | S | SL | TR | Art | h | | |

Business Administration (BA) / focus / optional compulsory / MBA / Business Administration

BA-182815-2015-06-10

| | | | | | | | | |
|------------------------------------------------------|---|---|---|---|-----|---|---|---|
| SHEM4: Internationalisation and Globalisation | * | 6 | 5 | 9 | PSA | 1 | 6 | 6 |
|------------------------------------------------------|---|---|---|---|-----|---|---|---|

Business Administration (BA) / focus / optional compulsory / MBA / Business Administration

BA-182816-2015-06-10

| | | | | | | | | |
|------------------------------------------|---------------|---|---|---|---|---|---|---|
| SHEM4-1: International Management | Foreign Study | * | * | * | * | * | * | * |
|------------------------------------------|---------------|---|---|---|---|---|---|---|

Business Administration (BA) / focus / optional compulsory / MBA / Business Administration

BA-182817-2015-06-10

| | | | | | | | | |
|-------------------------------------------|--------------------------|---|---|---|---|---|---|---|
| SHEM4-2: Cross-Cultural Management | Advanced # Foreign Study | * | * | * | * | * | * | * |
|-------------------------------------------|--------------------------|---|---|---|---|---|---|---|

Business Administration (BA) / focus / optional compulsory / MBA / Business Administration

BA-182818-2015-06-10

| | | | | | | | | |
|------------------------------------------------------------------|---|---|---|---|-----|---|---|---|
| SHEM5: Human Resource Management and Leadership Abilities | * | 6 | 5 | 9 | PSA | 1 | 6 | 6 |
|------------------------------------------------------------------|---|---|---|---|-----|---|---|---|

Business Administration (BA) / focus / optional compulsory / MBA / Business Administration

BA-182819-2015-06-10

| | | | | | | | | |
|-------------------------------------------|----------|---|---|---|---|---|---|---|
| SHEM5-1: Human Resource Management | Advanced | * | * | * | * | * | * | * |
|-------------------------------------------|----------|---|---|---|---|---|---|---|

Business Administration (BA) / focus / optional compulsory / MBA / Business Administration

BA-182820-2015-06-10

| | | | | | | | | |
|--------------------------------------|---|---|---|---|---|---|---|---|
| SHEM5-2: Communication Skills | * | * | * | * | * | * | * | * |
|--------------------------------------|---|---|---|---|---|---|---|---|

Business Administration (BA) / focus / optional compulsory / MBA / Business Administration

BA-182821-2015-06-10

| | | | | | | | | |
|---------------------------------------------------|---|---|---|---|---|---|---|---|
| SHEM5-3: Mediation and Conflict Management | * | * | * | * | * | * | * | * |
|---------------------------------------------------|---|---|---|---|---|---|---|---|

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP |
|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|----|----|----------------------------------------------|--------|--------------|----|
| | S | SL | TR | Art | h | | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182822-2015-06-10 | | | | | | | |
| SI: OC: Strategic Innovation and Management (SI) | 25 | 39 | 36 | 5K 2C 5TA bzw. 2K 2C 2K/C TA PSA | * | 30 | 30 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182823-2015-06-10 | | | | | | | |
| SI1: Innovation Culture & Innovation Science | 6 | 11 | * | K C | 1 | 5 | 5 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182824-2015-06-10 | | | | | | | |
| SI1-1: Innovation Culture 1 | Philosophical and Psychological Aspects of Personal Innovation Power | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182825-2015-06-10 | | | | | | | |
| SI1-2: Innovation Culture 2 | Recognizing and Processing Development Contradictions | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182826-2015-06-10 | | | | | | | |
| SI1-3: Innovation Culture 3 | Interdependencies of Social, Technological, Natural and Cultural Aspects | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182827-2015-06-10 | | | | | | | |
| SI1-4: Innovation Sciences 1 | Historical Development of Innovation Sciences | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182828-2015-06-10 | | | | | | | |
| SI1-5: Innovation Sciences 2 | Methodologies and Strategic Orientation Tools (i.e. Laws of Evolution) for Fostering Early Direction Decisions | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182829-2015-06-10 | | | | | | | |
| SI1-6: Innovation Sciences 3 | Prognoses for Business Innovation Roadmaps Using Structured Direction-Finding, Decision-Making and Solution-Finding Phases | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182830-2015-06-10 | | | | | | | |
| SI2: Innovation of the Value Creation Chain | | 5 | 5 | 10 | K C TA | 1 | 6 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182831-2015-06-10 | | | | | | | |
| SI2-1: Innovation of the Value Creation Chain 1 | Strategic Orientation of Companies by New Perspectives for Market, Product, Company Process and Value Creation Models | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182832-2015-06-10 | | | | | | | |
| SI2-2: Innovation of the Value Creation Chain 2 | Innovation of Strategic Resources such as Companies Key Processes, Core Competencies and Assets | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182833-2015-06-10 | | | | | | | |
| SI2-3: Innovation of the Value Creation Chain 3 | Boosters for Business Growth | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182834-2015-06-10 | | | | | | | |
| SI3: Controlling | Only in combination with SI4 and SI5 | 4 | 13 | * | K | 1 | 5 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182835-2015-06-10 | | | | | | | |
| SI3-1: Central / Decentralized Controlling | | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182836-2015-06-10 | | | | | | | |
| SI3-2: Contribution Margin | | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182837-2015-06-10 | | | | | | | |
| SI3-3: Cost Center Planning | | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182838-2015-06-10 | | | | | | | |
| SI3-4: Product Costing | | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182839-2015-06-10 | | | | | | | |
| SI4: International Marketing | Only in combination with SI3 and SI5 | 5 | 5 | 13 | K TA | 1 | 7 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182840-2015-06-10 | | | | | | | |
| SI4-1: Business Development International | | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182841-2015-06-10 | | | | | | | |
| SI4-2: Market Entry Strategy | | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182842-2015-06-10 | | | | | | | |
| SI4-3: Distribution | | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182843-2015-06-10 | | | | | | | |
| SI5: Business Culture | Only in combination with SI3 and SI4 | 5 | 5 | 13 | K TA | 1 | 7 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182844-2015-06-10 | | | | | | | |
| SI5-1: Business Ethics | | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182845-2015-06-10 | | | | | | | |
| SI5-2: Conflict Management | | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182846-2015-06-10 | | | | | | | |
| SI5-3: Moderation | | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182847-2015-06-10 | | | | | | | |
| SI5-4: Rhetoric | | * | * | * | * | * | * |

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP | | | |
|-----------------------------------------------------------------------------------------------------------------|--------------------------------------|----|----|-----|----|--------------|-----|---|---|---|
| | S | SL | TR | Art | h | | | | | |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182848-2015-06-10 | | | | | | | | | | |
| SI6: Systematisches Innovationsmanagement | Only in combination with SI7 and SI8 | | | 5 | 12 | * | K/C | 1 | 5 | 5 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182849-2015-06-10 | | | | | | | | | | |
| SI6-1: Innovationen systematisch entwickeln und umsetzen | * | * | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182850-2015-06-10 | | | | | | | | | | |
| SI6-2: Disruptive Innovationen und Kreativitätstechniken | * | * | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182851-2015-06-10 | | | | | | | | | | |
| SI6-3: Design Thinking | * | * | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182852-2015-06-10 | | | | | | | | | | |
| SI6-4: Trendforschung und -scouting | * | * | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182853-2015-06-10 | | | | | | | | | | |
| SI6-5: Recht im Innovationskontext | * | * | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182854-2015-06-10 | | | | | | | | | | |
| SI7: Business Development und innovatives Marketing | Only in combination with SI6 and SI8 | | | 9 | 11 | 3 | K/C | 1 | 7 | 7 |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182855-2015-06-10 | | | | | | | | | | |
| SI7-1: Systematisches Business Development | * | * | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182856-2015-06-10 | | | | | | | | | | |
| SI7-2: Das Canvas Business Modell | * | * | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182857-2015-06-10 | | | | | | | | | | |
| SI7-3: Innovatives Marketing und kreative Kommunikation | * | * | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182858-2015-06-10 | | | | | | | | | | |
| SI7-4: Online Marketing and Social Media | * | * | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182859-2015-06-10 | | | | | | | | | | |
| SI7-5: Innovationsmarketing | * | * | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182860-2015-06-10 | | | | | | | | | | |
| SI7-6: Sales Management für Innovationen und Innovatoren | * | * | * | * | * | * | * | * | * | * |
| Business Administration (BA) / focus / optional compulsory / MBA / Business Administration BA-182861-2015-06-10 | | | | | | | | | | |
| SI8: Project Study Paper (PSA) | Only in combination with SI6 and SI7 | | | * | * | 23 | PSA | * | 7 | 7 |

Anhang II: Module und Leistungen/Annex II: Modules and Load

| Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics) | Tage | | | LNW | | Gew. Note | CP |
|---------------------------------------------------------------------------------------------|-----------------------------------|----|----|-----|-----|----------------------|--------|
| | S | SL | TR | Art | h | | |
| Business Administration (BA) / supplementation / compulsory / MBA / Business Administration | | | | | | BA-182862-2015-06-10 | |
| EPF: Supplementation compulsory (EPF) | SPO: AI-4.5 | | * | * | * | * | * |
| Business Administration (BA) / supplementation / compulsory / MBA / Business Administration | | | | | | BA-182863-2015-06-10 | |
| EPF1-1: Business Administration 1 | Wirtschaft | | 2 | 9 | 9 | TDR | 1 * 6 |
| Business Administration (BA) / supplementation / compulsory / MBA / Business Administration | | | | | | BA-182864-2015-06-10 | |
| EPF1-2: Business Administration 2 | Strategie und Unternehmensführung | | 2 | 9 | 9 | TDR | 1 * 6 |
| Business Administration (BA) / supplementation / compulsory / MBA / Business Administration | | | | | | BA-182865-2015-06-10 | |
| EPF1-3: Business Administration 3 | Finanzen | | 2 | 9 | 9 | TDR | 1 * 6 |
| Business Administration (BA) / supplementation / compulsory / MBA / Business Administration | | | | | | BA-182866-2015-06-10 | |
| EPF1-4: Business Administration 4 | Recht | | 2 | 9 | 9 | TDR | 1 * 6 |
| Business Administration (BA) / supplementation / compulsory / MBA / Business Administration | | | | | | BA-182867-2015-06-10 | |
| EPF1-5: Business Administration 5 | Organisation und Personal | | 2 | 9 | 9 | TDR | 1 * 6 |
| Business Administration (BA) / supplementation / compulsory / MBA / Business Administration | | | | | | BA-182868-2015-06-10 | |
| EPF1-6: Project work (PA) | Projektarbeit | | * | * | 100 | PSA | 1 * 30 |