

Language: English

1 <sup>st</sup> semester		CP	2 <sup>nd</sup> semester		CP
<b>Customer Management</b>		<b>8</b>	<b>Strategic Marketing</b>		<b>8</b>
Value Creation & Price Management			Advanced Market Research		
Customer Relationship Marketing			International Marketing Planning		
Database Marketing			Integrated Brand & Corporate Communication		
<b>Strategy and Governance</b>		<b>4</b>	<b>Economics and Ethics</b>		<b>4</b>
International Strategic Management			International Economics		
Corporate Governance & Compliance			Corporate Social Responsibility		
<b>Value-based Corporate Finance</b>		<b>8</b>			
Advanced Corporate Finance					
Cases in Finance and Management					
CEO Decision Making: Business Simulation					
<b>Corporate Change and Alignment</b>		<b>8</b>			
Consultancy Fields					
Outplacement					
Corporate Restructuring					
			<b>Research Methods</b>		<b>4</b>
Qualitative Research Methods			Quantitative Research Methods		
			<b>Master Thesis</b>		<b>16</b>
			Thesis		
			<b>60 Credit Points</b>		