# Corporate Management (M.Sc.)

## 1. Semester
- **Strategy and Governance**
  - International Strategic Management
  - Corporate Governance & Compliance

## 2. Semester
- **Economics and Ethics**
  - International Economics
  - Corporate Social Responsibility

## 3. Semester
- **Risk and Law**
  - International Business Law
  - Risk Management

## Networking
- Network Analysis
- Key Leadership Qualifications
- Qualitative Research Methods

## Culture
- Intercultural Competencies
- Business Mediation
- Quantitative Research Methods

## International Experience I
- International Experience I

## Management Leadership
- Learning Leadership

## Electives (2 out of 3)

### Business Administration
- **Business Control**
  - Planning & Budgeting
  - Controlling: Operational and Organisational Structure
  - Financial Reporting

- **Financial Institutions, Accounting & Taxation**
  - Financial Institutions, Services and Industry
  - Group Accounting
  - Corporate Taxes

- **Value Chain Management**
  - Corporate Procurement
  - Corporate Production
  - Corporate Logistics

### Marketing & Sales
- **Customer Management**
  - Value Creation & Price Management
  - Customer Relationship Marketing
  - Database Marketing

- **Strategic Marketing**
  - Advanced Market Research
  - International Marketing Planning
  - Integrated Brand & Corporate Communication

- **Sales Management**
  - Sales Strategies & Operations
  - Efficient Customer Response
  - E-Commerce

### HR & Corporate Development
- **HR Management**
  - Compensation Management
  - Human Resource Management
  - Human Capital Management

- **HR Development**
  - Coaching & Training
  - Strategic Competence Management
  - Personnel Development

- **Corporate Change and Alignment**
  - Consultancy Fields
  - International Change Management & Outplacement
  - Corporate Restructuring

## 4. Semester
- **Practicing Leadership**
  - Practicing Leadership

- **Master Colloquium & Reflection**
  - Colloquium
  - Reflection

- **Master Thesis**
  - Thesis

**Total Credit Points**: 120

Stand: 28.01.2020