

1. Semester		CP	2. Semester		CP	3. Semester		CP
Customer Environment		9	Strategic Vision		9	Leadership		9
Evolution Of Customer Environment			Corporate Strategy			Strategic Management		
Know your Customer			Governance & Legal Policies			Culture Management		
Customer Focus			Financial Strategy			Management Control		
Customer Value			Strategic Marketing			Quality Management		
Customer Loyalty			Strategic HR Management			Social Performance		
Customer Centric Company			Organizational Management			Change Management		
Innovation Management		9	Resources		9	Master Thesis		15
Technology Watch			Business Model			Thesis		
Innovation Change			Supply Chain Management					
Investment Policy			Economic Management					
Creativity			Operational Marketing					
Best Practices in Knowledge Management			Competency Management					
Research & Development			Lean Management and Organizational Processes					

60 Credit Points