

1 st semester		2 nd semester	
Customer Environment	9	Leadership	8
Evolution of Customer Environment		Strategic Management	
Know Your Customer		Culture Management	
Customer Focus		Management Control	
Customer Value		Quality Management	
Customer Loyalty		Social Performance	
Customer Centric Company		Change Management	
Innovation Management	9		
Technology Watch			
Innovation Change			
Investment Policy			
Creativity			
Best Practices in Knowledge Management			
Research & Development			
Strategic Vision	9		
Corporate Strategy			
Governance & Legal Policies			
Financial Strategy			
Strategic Marketing			
Strategic HR Management			
Organisational Management			
Resources I	3	Resources II	6
Business Model		Operational Marketing	
Supply Chain Management		Competency Management	
Economic Management		Lean Management and Organisational Processes	
		Master Thesis	15
		Thesis	
60 Credit Points			