

1 st semester	CP	2 nd semester	CP	3 rd semester	CP
Customer Environment	9	Strategic Vision	9	Leadership	8
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		Organisational Management		Change Management	
Innovation Management	9	Resources	3	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		Lean Management and Organisational Processes			
Research & Development		Competency Management			

60 Credit Points