

# M.A./MBA Exemplary Program Schedule

The M.A./MBA (USA) is an interactive study format with a focus on digital collaboration. In small groups, you will study together in the 17 courses and work on your management project and personal development up to the Master's Thesis. In addition to the small groups, individual support by the university and structural clarity are key success factors. Before starting each course, you receive full transparency about the respective contents, tasks and requirements. Students know exactly what tasks are coming and can plan how to reach their respective goals. Thus, this format of online study allows you the greatest possible flexibility in terms of time and space, while retaining the essential elements of interaction and cooperation.

## Semester 1:

C1 Economics

C2 Competency Development

C3 Organizational Creativity, Discovery & Innovation

C4 Project Management

C5 Methods of Empirical Social Research

## Semester 2:

C6 Business Analytics

C7 Applied Research: Current Situation

C8 Business Strategy & Planning

C9 Competency Development 2

C10 Strategic Integrated Marketing Communication

## Semester 3:

C11 Applied Research: Foresight Management, Influencing Factors

C12 Financial Tools for Managers

C13 Law

C14 Quantitative Analysis & Decision Making for Managers

C15 Applied Research: International Factors

## Semester 4:

C16 Organizational Dynamics & Effectiveness

C17 Competency Development 3

Master's Thesis



## Examinations

5 Management Project Paper (MPP)	Transfer-oriented and project related with a scope of about 15 pages
4 Transfer Paper (TP)	Transfer-oriented with a scope of about 5 – 7 pages
9 TDR	Transfer Documentation Report
1 Master's Thesis	Final paper of about 80 – 100 pages
Final Examination	Online presentation and defense of the Master's Thesis