

Non-Business Graduates start here

Business Graduates may start here

1st Semester

Foundations

Foundations in Accounting & Finance (5)
Financial Accounting
Corporate Finance & Financial Analysis

Foundations in Marketing (5)

Foundations in Business Functions (9)
Global Sourcing & Supply Chain Management (3)
Human Resources Management (3)
Information Management (3)

Foundations in Economics (5)
Macroeconomics
Microeconomics

Research Methods I (2)
Scientific Writing & Literature Research
Business Research
Foundations in Statistics

Management Skills I (1)
Presentation Skills (1)

Company Experience (1) *
Company Experience I (1)

2nd Semester

Advanced Business Topics & Specializations

Innovation & Digital Business I (5)
Innovation Management &
Digital Business Models

Sustainable Globalization I (5)
International Economics
Sustainable Development

**Strategic Management &
International Business Development (5)**

**Accounting & Finance in an
International Context (5)**
Business Controlling in an
International Context (5)

Research Methods II (3)
Business Analytics (3)

Management Skills II (4)
Project Management
Agile Project Management

ELECTIVES (choose 4 credits)

Management Skills

- > Decision Making (2)
- > Change Management (2)
- > Leadership (2)
- > Negotiation (2)
- > Cross Cultural Management (2)

Company Experience (1) *
Company Experience II (1)

3rd Semester

Individual Concentration / Study Abroad Semester

Innovation & Digital Business II (5)
Digital Transformation

Sustainable Globalization II (5)
Corporate Responsibility & Sustainability
Management (5)

Consulting & Business Dynamics (5)
Consulting Methods
Design Thinking & Product Development

ELECTIVES (choose 15 credits)

Company Project (6)

Accounting & Finance

- > Applied Corporate Valuation (3)
- > Mergers, Acquisitions & Corporate Restructurings (3)
- > International Financial Reporting Standards (6)
- > European Financial Markets (3)
- > Capital Raising & Investing (3)
- > Sustainable Finance (3)

Marketing

- > Brand Management (3)
- > Digital Marketing (3)
- > Communication Management – Public Relations (3)
- > Multicultural Marketing & Branding (3)
- > Customer Experience Management (3)

Big Data & Artificial Intelligence

- > Artificial Intelligence & Data Analytics (3)
- > Big Data Analytics (3)
- > Data Science with Python (3)

Recent Developments in Management & Business Transformation

- > Application in Supply Chain Simulations (3)
- > Economics & the Law of Digital Ecosystems (3)
- > New Digital Work (3)
- > Dive in Technologies (3)
- > Sustainable Innovation Management (3)
- > Interdisciplinary Studies (3)

Company Experience (3) *
Company Experience III (1)
Management Simulation (2)

4th Semester

Thesis

MBA Thesis (27)

All Semesters – optional: German as a Foreign Language / 2nd Foreign Language

* **Company Visits, Field Trips, Companies in Classroom**

The numbers in brackets show the credits according to the European Credit Transfer System (ECTS). Student workload: 30 ECTS credits per semester on average.

For detailed information on course contents see:
www.hs-pforzheim.de/mba/syllabi