CURRICULUM AT A GLANCE

NON-BUSINESS GRADUATES START HERE

1. SEMESTER Foundations

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

- Foundations in Marketing (5)

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

- Foundations in Economics (5)
  - Macroeconomics
  - Microeconomics

- Research Methods I (2)
  - Foundations in Statistics (2)

- Management Skills I (1)
  - Presentation Skills (1)

Company Experience I* (1)

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

BUSINESS GRADUATES MAY START HERE

2. SEMESTER Advanced Business Topics & Specializations

- Innovation and Business Dynamics I (5)
  - Innovation Management I (5)

- Sustainable Globalization I (5)
  - International Economics
  - Sustainable Development

- Strategic Management and International Business Development (5)

- Business Controlling in an International Context (5)

- Research Methods II (5)
  - Business Analytics (3)
  - Scientific Writing and Literature Research (1)
  - Qualitative Information Research (1)

- Management Skills II (2)
  - Project Management (2)

ELECTIVES

- Management Skills
  - Decision Making (2)
  - Change Management (2)
  - Leadership (2)
  - Cross Cultural Management (2)

Company Experience II (1)
### 3. SEMESTER Individual Concentration/Study Abroad Semester

**Innovation and Business Dynamics II (5)**
- Innovation Management II: Product Development & Design (5)

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

**Digital Transformation (5)**

#### ELECTIVES
- **Company Project (6)**

#### Marketing
- Entrepreneurial Marketing (3)
- Brand Management (3)
- Digital Marketing and Digital Media (3)
- Communication Management - Public Relations (3)
- B2B Marketing (3)
- Service Marketing (3)

#### Consulting
- Consulting I: Introduction (3)
- Consulting II: Practical case work (3)
- Business Model Innovation & Management (3)

#### Accounting & Finance
- International Financial Reporting Standards (6)
- Advanced Corporate Finance (3)
- Capital Raising and Investing (3)
- European Financial Markets (3)

**Company Experience III (1)**

### 4. SEMESTER Management Simulation & Thesis

**Business Planning & Management Simulation (8)**
- (intensive pre-semester course)
  - Business Planning (3)
  - Management Simulation (5)

**MBA Thesis (21)**

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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](http://www.hs-pforzheim.de/mba)