

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