



MBA European Management

Academic Year 2024 - 2025

(Subject to modifications)

Module	Focus on Behavioural Management	Focus on Entrepreneurship
Module 1: Management Basics (9CP)	Strategic Management (3CP) Corporate Sustainability and Social Responsibility (3CP) Soft Skills (3CP)	Strategic Management (3CP) Corporate Sustainability and Social Responsibility (3CP) Soft Skills (3CP)
Module 2: European Basics (6CP)	European Institutions (3CP) European Regulations (3CP)	European Institutions (3CP) European Regulations (3CP)
Module 3: Financial Management (6CP)	Learning Business by Doing Business (3CP) Economics and Finance (3CP)	Learning Business by Doing Business (3CP) Economics and Finance (3CP)
Module 4: Marketing and Management (6CP)	Marketing & Management in Foreign Countries (3CP) Retailing and Logistics (3CP)	Marketing of Innovations (3 CP) Prototyping and Agile Project Management (3 CP)
Module 5: Operations Management (6CP)	Service Management (3CP) Data Analysis (3CP)	Business Model Development (3 CP) Data Analytics Project (3 CP)
Module 6: Behavioural Management (12CP)	Entrepreneurship (3CP) Leadership and Human Resource Management (3 CP) Cross-Cultural Management (3CP) Consumer Behaviour (3CP)	Entrepreneurship (3CP) Leadership and Human Resource Management (3 CP) Entrepreneurial Management (3CP) Consumer Behaviour (3CP)
Master Thesis (15 CP)	Master Thesis (15 CP)	Master Thesis (15 CP)