

Studien- und Prüfungsordnung (SPO)

Study and Examination Regulations (SER)¹

Master of Arts (M.A.) I

§ 1

Geltungsbereich / Scope

Diese SPO gilt für den Studiengang mit dem Abschluss "Master of Arts" (M.A.) im Bereich

*The SER at hand regulates the Master studies with the degree "Master of Arts" (M.A.) in the area of
"Management"*

und Vertiefungsrichtungen auf Basis der gültigen Rahmenstudien- und Rahmenprüfungsordnung.

and the regarding fields of specialization within the framework of the general study and examination regulations.

§ 2

Dauer und Gliederung des Studiums / Duration and Structure of the Program

- (1) Der Studiengang ist als Präsenzstudium in Ergänzung mit Selbstlern- und Transferanteilen angelegt

The program is laid out as a residential course, supplemented by self-study and transfer periods.

- (2) Termine, Fristen und Orte und zusätzliche Angebote sind im jeweiligen Ausbildungsvertrag (inklusive Studienplan) geregelt.

Events, deadlines and locations as well as additional offers are specified in the respective student contract (inclusive study plan).

- (3) Dauer und Planstruktur: Das Studium umfasst 24 Monate, die üblicherweise aufeinanderfolgend absolviert werden.

Duration and structure As a general rule, the programme takes 24 months, which students normally pass consecutively.

	min.-	Tage days	Zeit/h	CP
a Studienmodule (mit Anwesenheitspflicht und Transfer) <i>/ modules (with compulsory attendance and transfer)</i>		200	1.800	91,5
[davon Wahlpflichtfach] / <i>(thereof optional compulsory modules)</i>		[50]	[450]	[22,5]
b Selbstlernen (empfohlen) / <i>self-studies (recommended)</i>		105	945	s.o.
c Projektarbeit und abschließende Thesis / <i>project work and thesis</i>		95	855	28,5
Gesamte Studiendauer / total study time		400	3.600	120
davon in Englisch: mind. 30% der Präsenzseminare <i>/ thereof in English: min. 30% of the residential seminars</i>		30	270	-
davon in Englisch: mind. 25% des Gesamtworkloads <i>/ thereof in English: min. 25% of the total workload</i>		100	900	-

§ 3

Zulassungsvoraussetzungen, Studienmodule, Leistungen

/ Admissions Requirements, Modules, Load

- (1) Die grundsätzlichen Zulassungsvoraussetzungen sind in den Rahmenordnungen festgelegt. Besondere Zulassungsvoraussetzungen sind im Anhang I aufgeführt.

Basically admissions requirements are specified within the framework of the general regulations. Special admissions requirements are specified in annex I of the SER.

- (2) Die Module gemäß gewählter Vertiefungsrichtung sind im Anhang II zur SPO aufgeführt.

Modules (based on the major subject) are specified in the SER's annex II.

¹ Informative translation - German original has legal status.

- (3) Die Leistungen (Nachweise und Punkte) zu den Modulen gemäß gewählter Vertiefungsrichtung sind ebenfalls im Anhang II zur SPO aufgeführt.

Load (examinations and credit points, based on the major subject) is specified in the SER's annex II.

§ 4

Inkrafttreten / Commencement

Datum/date: 01.12.2009

Anhang / annex I: SPO M.A. I
Bereich / area: Management
Vertiefungsrichtung / major subject: General Management (GM)
Akkreditierung / accreditation: 2009 - 2014 (FIBAA)

Durch Beschluss des Hochschulrates und Bestätigung durch die zuständige Senatsverwaltung gelten folgende Festlegungen:

Determined by University Council and confirmed by the authorised administration of the Senate of Berlin the following specifications shall apply:

1. Dauer / Duration

Keine weiteren/besonderen Regelungen / *no additional regulations.*

2. Planstruktur / Structure

Keine weiteren/besonderen Regelungen / *no additional regulations.*

3. Besondere Zulassungsvoraussetzungen / Special Admissions Requirements

3.1 Studium: Die Eignungsprüfung kann Studienmodulergänzungen zur Folge haben:

- Academic Preparations: 15 Tage Betriebs- und Volkswirtschaft, Methods, Finance, Accounting
- Additional: Sprachkurs

Program: Furthermore, admission tests may lead to a prescription of supplementary courses:

- Academic Preparations I: Business Administration and Economics, Methods, VWL, Finance, Accounting
- Additional language course

3.2 Module: Siehe Modulprofile.

Modules: see profiles of modules.

4. Module: Festlegungen und Erläuterungen / Modules: Definitions and Annotations

4.1 Transfer

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4.2 Grundlagen / *basics*

42a K / C / P / TA gemäß Festlegung Prüfungsausschuss und Dokumentation im Studienplan. Der Prüfungsausschuss legt zudem die Dauer der Prüfungsleistung fest, d.h. bei der ausgewiesenen 1 Stunde handelt es sich um das zeitliche Minimum.

K / C / P / TA and "LNW h" based on decisions of the examination committee and documented in the study plan ("LNW h" in annex AI is the minimum).

4.3 Fokus / *focus*

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4.4 Wahlpflicht / *optional compulsory*

44a Das Projekt im Wahlpflichtfachgebiet ist Voraussetzung für das zu belegende Wahlpflichtfach.

Typically a project is compatible to the chosen optional compulsory module.

44b Zuteilung der Credit Points für die Projektarbeit/-dokumentation in Form von Transfer- und/oder Projektstudienarbeiten gemäß Festlegung Prüfungsausschuss und Dokumentation im Studienplan.

Allocations of credit points for the project work and project documentation in terms of transfer papers or project study papers are based on the examination committee's decisions and documented in the study plan.

4.5 Ergänzung Pflicht / *supplementation compulsory*

45a Zeigt die Eignungsprüfung individuelle, nicht den möglichen Gesamterfolg des Studiums gefährdende Lücken in der Vorbildung, können diese durch zusätzliche, von der Hochschule angebotene und im individuellen Studienplan verbindlich festgelegte Modulergänzungen während der Phase einer dann zu erfolgenden vorläufigen Zulassung (Academic Preparations) bzw. nach erfolgter Zulassung (Additional) geschlossen werden.

In case admission tests document a lack of prior education that potentially could lead to study failure or a lack of Credit Points, SHB reserves the right to prescribe individual study plans that would include supplementary courses. During the time of individual prestudies, students are preliminarily admitted to the program (academic preparations); after having finished these preliminary studies successfully, they are fully admitted to the program. During the time of studies, students are admitted to the program (additional courses).

4.6 Ergänzung fakultativ / *supplementation facultative*

46a Angebotene und im individuellen Studienplan festgelegte Modulergänzungen (Pflicht für den Erwerb eines Hochschulzertifikats).

Add-on courses, specified in the educational contract (compulsory for University Certificates).

4.7 Allgemeine Erläuterungen / *general annotations*

AI (All) Anhang I (Anhang II) / *annex I (annex II)*

AP Abschlussprüfung / *oral master thesis defence (final exam)*

C Case

CP Credit Point (Basis 30h/CP)

F Foundation

Gew. Gewichtung / *weighting*

h Stunde / *hour (Basis 9h/Tag day)*

K Klausur / *written examination*

LNW Leistungsnachweis / *examination*

MT Master Thesis

P Präsentation / *presentation*

PA Projektarbeit / *project work*

PK Projekt/project

PSA Projektstudienarbeit / *project study paper*

S Seminar (auch in Form von Vorlesung/Blended Learning-Einheit/Übung/Workshop/Kolloquium/etc.[s. Studienplan])
/ Seminar (also as lecture/blended learning-unit/tutorial/workshops/colloquiums/etc. [cf. study plan])

SA	Studienarbeit / <i>study paper</i>
SL	Selbstlern / <i>self-study</i>
SPO	Studien- und Prüfungsordnung / <i>study and examination regulations</i>
TA	Transferarbeit /
TDR	Transfer-Dokumentation-Report / <i>transfer documentation report</i>
TR	Transfer
VT	Vertiefungsrichtung / <i>major subject</i>

5. Module und Leistungen / *Modules and Load*

Siehe Anhang II / *see annex II.*

Anhang II: Module und Leistungen/Annex II: Modules and Load

Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics)	Tage			LNW		Gew. Note	CP	
	S	SL	TR	Art	h			
General Management: Project, Basics, Structure / major / compulsory / SPO M.A.-I / Management GM-C-PBS-143393-2010-09-18								
VT: General Management (GM)	*	100	105	195	*	*	120	120
General Management: Project, Basics, Structure / transfer / compulsory / SPO M.A.-I / Management GM-C-PBS-129271-2008-04-01								
PK: Project (PK)	According to the admittance # cf. PK-modules	*	*	95	*	*	28,5	28,5
General Management: Project, Basics, Structure / transfer / compulsory / SPO M.A.-I / Management GM-C-PBS-129272-2008-04-01								
PK1: Transfer Papers (TA)	See modules/seminars.	*	*	*	TA	*	*	*
General Management: Project, Basics, Structure / transfer / compulsory / SPO M.A.-I / Management GM-C-PBS-129273-2008-04-01								
PK2: Project Study Papers (PSA)	*	*	*	*	PSA	*	*	*
General Management: Project, Basics, Structure / transfer / compulsory / SPO M.A.-I / Management GM-C-PBS-131041-2008-04-01								
PK3: Project work (PA)	Basis for and documented in the thesis.	*	*	*	PA	*	*	*
General Management: Project, Basics, Structure / transfer / compulsory / SPO M.A.-I / Management GM-C-PBS-129274-2008-04-01								
PK4: Thesis	Scientific documentation, based on the project.	*	*	70	MT AP	*	21	21
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129275-2008-04-01								
F: Foundation (F)	See modules.	75	80	75	*	*	*	69
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129276-2008-04-01								
F1: Economics	*	6	12	2	AI-42a	2	6	6
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129277-2008-04-01								
F1.1: Macroeconomics	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129278-2008-04-01								
F1.2: Microeconomics	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129279-2008-04-01								
F1.3: Managerial Economics	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129280-2008-04-01								
F2: Law	*	5	3	2	AI-42a	1	3	3
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129281-2008-04-01								
F2.1: Principles of Law	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129282-2008-04-01								
F2.2: Legal Framework and Fields of Activity for Executives	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129283-2008-04-01								
F2.3: Mergers and Acquisitions	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129284-2008-04-01								
F3: Project Management & Organization	*	7	2	11	AI-42a, TA	1	6	6
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129285-2008-04-01								
F3.1: Interdisciplinary Scientific Work	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129286-2008-04-01								
F3.2: Methods of Project Planning and Management	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129287-2008-04-01								
F3.3: Information Management	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129288-2008-04-01								
F3.4: Organizational Management	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129289-2008-04-01								
F3.5: Information Technology Management	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129290-2008-04-01								
F4: Entrepreneurship	*	9	2	9	TA	*	6	6
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129291-2008-04-01								
F4.1: Principles of Practical Corporate Management	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129292-2008-04-01								
F4.2: Principles of Entrepreneurship	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129293-2008-04-01								
F4.3: Innovation Management	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129294-2008-04-01								
F5: Market Analysis	*	6	12	2	AI-42a	2	6	6
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129295-2008-04-01								
F5.1: Market Research	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129296-2008-04-01								
F5.2: Competition Analysis	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129297-2008-04-01								
F6: Strategy	*	7	11	2	AI-42a	2	6	6
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129298-2008-04-01								
F6.1: Management of Strategies	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129299-2008-04-01								
F6.2: Business Strategy	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129300-2008-04-01								
F6.3: Corporate Strategy	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management GM-C-PBS-129301-2008-04-01								
F6.4: Growth and Globalisation Strategy	*	*	*	*	*	*	*	*

Anhang II: Module und Leistungen/Annex II: Modules and Load

Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics)	Tage			LNW		Gew. Note	CP	
	S	SL	TR	Art	h			
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F7: Marketing	*	6	2	12	AI-42a, TA	1	6	6
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F7.1: Principles of Marketing	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F7.2: Marketing and Sales Management	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F7.3: Using New Media in Marketing and Sales	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F8: Accounting & Corporate Finance	*	9	19	2	AI-42a	3	9	9
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F8.1: Principles of Accounting	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F8.2: Financial Analysis	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F8.3: Financial Reporting and Controlling	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F8.4: Principles of Corporate Finance	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F8.5: Models and Systems	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F9: Procurement, Production and Logistics	*	7	11	2	AI-42a	2	6	6
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F9.1: Procurement and Production Management	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F9.2: Logistics	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F10: International Management	*	6	2	12	AI-42a, TA	1	6	6
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F10.1: Principles of Foreign Trade	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F10.2: Principles of International Management	Foreign Study	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F10.3: Cross-Cultural Management	Foreign Study	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F11: Leadership & Competencies I	*	4	2	11	TA	*	5	5
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F11.1: Personality	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F11.2: Development of Competencies	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F12: Leadership & Competencies II	*	3	2	8	TA	*	4	4
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F12.1: Leadership	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F12.2: Organizational Behavior	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / basics / compulsory / SPO M.A.-I / Management								
F12.3: Human Resource Management	*	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / focus / optional compulsory / SPO M.A.-I / Management								
OC: Optional courses (OC)	exemplary S=SL=TR	25	25	25	*	*	*	22,5
General Management: Project, Basics, Structure / supplementation / compulsory / SPO M.A.-I / Management								
EPF: Supplementary compulsory (EPF)	SPO: AI-45a	*	*	*	*	*	*	*
General Management: Project, Basics, Structure / supplementation / facultative / SPO M.A.-I / Management								
EF: Supplementary facultative (EF)	SPO: AI-46a	*	*	*	*	*	*	*

Anhang II: Module und Leistungen/Annex II: Modules and Load

Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics)	Tage			LNW		Gew. Note	CP
	S	SL	TR	Art	h		
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129328-2008-04-01							
CM: OC: Construction Management (CM)	*	25	25	25	*	*	22,5
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129329-2008-04-01							
CM1: Construction Management 1	*	3	6	6	PSA	0,5	4,5
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129330-2008-04-01							
CM1.1: Methods of Construction Project Planning and Management	*	*	*	*	*	*	*
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129331-2008-04-01							
CM1.2: Entrepreneurship	*	*	*	*	*	*	*
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129332-2008-04-01							
CM1.3: Project Study Paper CM1	Objectives and Strategy Plan	*	*	*	*	*	*
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129333-2008-04-01							
CM2: Construction Management 2	*	5	5	5	PSA	0,5	4,5
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129334-2008-04-01							
CM2.1: Quality Management in the Construction Sector	*	*	*	*	*	*	*
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129335-2008-04-01							
CM2.2: Marketing Management in the Construction Sector	*	*	*	*	*	*	*
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129336-2008-04-01							
CM2.3: Practical Corporate Management	*	*	*	*	*	*	*
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129337-2008-04-01							
CM2.4: Project Study Paper CM2	Marketing and Sales Plan	*	*	*	*	*	*
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129338-2008-04-01							
CM3: Construction Management 3	*	2	7	6	PSA	0,5	4,5
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129339-2008-04-01							
CM3.1: Managerial Economics	Advanced	*	*	*	*	*	*
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129340-2008-04-01							
CM3.2: Project Study Paper CM3	Finance Plan	*	*	*	*	*	*
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129341-2008-04-01							
CM4: Construction Management 4	*	6	4	5	PSA	0,5	4,5
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129342-2008-04-01							
CM4.1: International Management	Foreign Study	*	*	*	*	*	*
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129343-2008-04-01							
CM4.2: Cross-Cultural Management	Advanced # Foreign Study	*	*	*	*	*	*
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129344-2008-04-01							
CM4.3: Project Study Paper CM4	Globalisation Plan	*	*	*	*	*	*
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129345-2008-04-01							
CM5: Construction Management 5	*	9	3	3	PSA, P	0,75	4,5
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129346-2008-04-01							
CM5.1: Rhetoric	*	*	*	*	P	0,25	*
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129347-2008-04-01							
CM5.2: Personality	Advanced	*	*	*	*	*	*
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129348-2008-04-01							
CM5.3: Development of Competencies	Advanced	*	*	*	*	*	*
OC-Construction Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-CM-129349-2008-04-01							
CM5.4: Project Study Paper CM5	Competence Development Plan	*	*	*	*	*	*

Anhang II: Module und Leistungen/Annex II: Modules and Load

Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics)	Tage			LNW		Gew. Note	CP
	S	SL	TR	Art	h		
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129350-2008-04-01							
GM: OC: General Management (GM)	*	25	25	25	*	*	22,5
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129351-2008-04-01							
GM1: General Management 1	*	3	6	6	PSA	0,5	4,5
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129352-2008-04-01							
GM1.1: Methods of Project Planning and Management	Advanced	*	*	*	*	*	*
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129353-2008-04-01							
GM1.2: Entrepreneurship	*	*	*	*	*	*	*
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129354-2008-04-01							
GM1.3: Project Study Paper GM1	Objectives and Strategy Plan	*	*	*	*	*	*
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129355-2008-04-01							
GM2: General Management 2	*	5	5	5	PSA	0,5	4,5
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129356-2008-04-01							
GM2.1: Quality Management	*	*	*	*	*	*	*
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129357-2008-04-01							
GM2.2: Marketing Management	*	*	*	*	*	*	*
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129358-2008-04-01							
GM2.3: Practical Corporate Management	*	*	*	*	*	*	*
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129359-2008-04-01							
GM2.4: Project Study Paper GM2	Marketing and Sales Plan	*	*	*	*	*	*
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129360-2008-04-01							
GM3: General Management 3	*	2	7	6	PSA	0,5	4,5
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129361-2008-04-01							
GM3.1: Managerial Economics	Advanced	*	*	*	*	*	*
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129362-2008-04-01							
GM3.2: Project Study Paper GM3	Finance Plan	*	*	*	*	*	*
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129363-2008-04-01							
GM4: General Management 4	*	6	4	5	PSA	0,5	4,5
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129364-2008-04-01							
GM4.1: International Management	Foreign Study	*	*	*	*	*	*
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129365-2008-04-01							
GM4.2: Cross-Cultural Management	Advanced # Foreign Study	*	*	*	*	*	*
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129366-2008-04-01							
GM4.3: Project Study Paper GM4	Globalisation Plan	*	*	*	*	*	*
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129367-2008-04-01							
GM5: General Management 5	*	9	3	3	PSA, P	0,75	4,5
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129368-2008-04-01							
GM5.1: Rhetoric	*	*	*	*	P	0,25	*
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129369-2008-04-01							
GM5.2: Personality	Advanced	*	*	*	*	*	*
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129370-2008-04-01							
GM5.3: Development of Competencies	Advanced	*	*	*	*	*	*
General Management / focus / optional compulsory / SPO M.A.-I / Management GM-OC-GM-129371-2008-04-01							
GM5.4: Project Study Paper GM5	Competence Development Plan	*	*	*	*	*	*

Anhang II: Module und Leistungen/Annex II: Modules and Load

Modul (Moduleile/Schwerpunkthalte) Module (Courses/Topics)	Tage			LNW		Gew. Note	CP
	S	SL	TR	Art	h		
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129372-2008-04-01
INT: OC: International Management (INT)	*	25	25	25	*	*	22,5
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129373-2008-04-01
INT1: International Management 1	*	3	6	6	PSA	0,5	4,5
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129374-2008-04-01
INT1.1: Methods of International Project Planning and Management	*	*	*	*	*	*	*
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129375-2008-04-01
INT1.2: Entrepreneurship	*	*	*	*	*	*	*
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129376-2008-04-01
INT1.3: Project Study Paper INT1	Objectives and Strategy Plan	*	*	*	*	*	*
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129377-2008-04-01
INT2: International Management 2	*	5	5	5	PSA	0,5	4,5
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129378-2008-04-01
INT2.1: Quality Management	*	*	*	*	*	*	*
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129379-2008-04-01
INT2.2: International Marketing Management	*	*	*	*	*	*	*
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129380-2008-04-01
INT2.3: International Practical Corporate Management	*	*	*	*	*	*	*
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129381-2008-04-01
INT2.4: Project Study Paper INT2	Marketing and Sales Plan	*	*	*	*	*	*
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129382-2008-04-01
INT3: International Management 3	*	2	7	6	PSA	0,5	4,5
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129383-2008-04-01
INT3.1: Managerial Economics	Advanced	*	*	*	*	*	*
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129384-2008-04-01
INT3.2: Project Study Paper INT3	Finance Plan	*	*	*	*	*	*
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129385-2008-04-01
INT4: International Management 4	*	6	4	5	PSA	0,5	4,5
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129386-2008-04-01
INT4.1: International Management	Foreign Study	*	*	*	*	*	*
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129387-2008-04-01
INT4.2: Cross-Cultural Management	Advanced # Foreign Study	*	*	*	*	*	*
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129388-2008-04-01
INT4.3: Project Study Paper INT4	Globalisation Plan	*	*	*	*	*	*
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129389-2008-04-01
INT5: International Management 5	*	9	3	3	PSA, P	0,75	4,5
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129390-2008-04-01
INT5.1: Rhetoric	*	*	*	*	P	0,25	*
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129391-2008-04-01
INT5.2: Personality	Advanced	*	*	*	*	*	*
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129392-2008-04-01
INT5.3: Development of Competencies	Advanced	*	*	*	*	*	*
International Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-INT-129393-2008-04-01
INT5.4: Project Study Paper INT5	Competence Development Plan	*	*	*	*	*	*

Anhang II: Module und Leistungen/Annex II: Modules and Load

Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics)	Tage			LNW		Gew. Note	CP	
	S	SL	TR	Art	h			
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129394-2008-04-01
PM: OC: Public Management (PM)	*	25	25	25	*	*	22,5	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129395-2008-04-01
PM1: Public Management 1	*	3	6	6	PSA	0,5	4,5	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129396-2008-04-01
PM1.1: Methods of Public Project Planning and Management	*	*	*	*	*	*	*	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129397-2008-04-01
PM1.2: Entrepreneurship	*	*	*	*	*	*	*	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129398-2008-04-01
PM1.3: Project Study Paper PM1	Objectives and Strategy Plan	*	*	*	*	*	*	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129399-2008-04-01
PM2: Public Management 2	*	5	5	5	PSA	0,5	4,5	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129400-2008-04-01
PM2.1: Quality Management in the Public Sector	*	*	*	*	*	*	*	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129401-2008-04-01
PM2.2: Marketing Management in the Public Sector	*	*	*	*	*	*	*	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129402-2008-04-01
PM2.3: Practical Corporate Management	*	*	*	*	*	*	*	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129403-2008-04-01
PM2.4: Project Study Paper PM2	Marketing and Sales Plan	*	*	*	*	*	*	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129404-2008-04-01
PM3: Public Management 3	*	2	7	6	PSA	0,5	4,5	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129405-2008-04-01
PM3.1: Managerial Economics	Advanced	*	*	*	*	*	*	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129406-2008-04-01
PM3.2: Project Study Paper PM3	Finance Plan	*	*	*	*	*	*	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129407-2008-04-01
PM4: Public Management 4	*	6	4	5	PSA	0,5	4,5	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129408-2008-04-01
PM4.1: International Public Management	Foreign Study	*	*	*	*	*	*	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129409-2008-04-01
PM4.2: Cross-Cultural Management	Advanced # Foreign Study	*	*	*	*	*	*	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129410-2008-04-01
PM4.3: Project Study Paper PM4	Globalisation Plan	*	*	*	*	*	*	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129411-2008-04-01
PM5: Public Management 5	*	9	3	3	PSA, P	0,75	4,5	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129412-2008-04-01
PM5.1: Rhetoric	*	*	*	*	P	0,25	*	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129413-2008-04-01
PM5.2: Personality	Advanced	*	*	*	*	*	*	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129414-2008-04-01
PM5.3: Development of Competencies	Advanced	*	*	*	*	*	*	
Public Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-PM-129415-2008-04-01
PM5.4: Project Study Paper PM5	Competence Development Plan	*	*	*	*	*	*	

Anhang II: Module und Leistungen/Annex II: Modules and Load

Modul (Moduleile/Schwerpunktinhalte) Module (Courses/Topics)	Tage			LNW		Gew. Note	CP			
	S	SL	TR	Art	h					
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM: OC: Social, Healthcare and Education Management (SHEM)	Choice of SHEM1a or SHEM1b			25	25	25	*	*	*	22,5
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM1: Healthcare Management (SHEM1a)/Social and Education Management (SHEM1b)	*			6	4	5	AI-42a, PSA	1	4,5	4,5
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM1a: Healthcare Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM1a.1: Structures and Principles of Healthcare Systems (National / International)	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM1a.2: Structures and Principles of Healthcare Economics	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM1a.3: Principles of Healthcare Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM1a.4: Principles of Healthcare Prevention, Promotion and Provision	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM1a.5: Project Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM1.b: Social and Education Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM1.b.1: Structures and Principles of Social Care Systems and Social Security	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM1.b.2: Principles of Social Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM1.b.3: Structures of Education Systems and Principles of Education Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM1.b.4: Systemic Counseling and Psychology	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM1.b.5: Project Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM2: Financial Management	*			3	6	6	AI-42a, PSA	1	4,5	4,5
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM2.1: Financial Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM2.2: Accounting und Controlling	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM3: Marketing and Quality Management	*			5	5	5	AI-42a, PSA	1	4,5	4,5
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM3.1: Marketing Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM3.2: Public Relations	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM3.3: Quality Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM4: Internationalisation and Globalisation	*			6	5	4	AI-42a, PSA	1	4,5	4,5
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM4.1: International Management	Foreign Study			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM4.2: Cross-Cultural Management	Advanced # Foreign Study			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM5: Human Resource Management and Leadership Abilities	*			5	5	5	AI-42a, PSA, P	1,25	4,5	4,5
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM5.1: Human Resource Management	Advanced			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM5.2: Communication Skills	*			*	*	*	P	0,25	*	*
<small>Social, Healthcare and Education Managem / focus / optional compulsory / SPO M.A.-I / Management</small>										
SHEM5.3: Mediation and Conflict Management	*			*	*	*	*	*	*	*

Anhang II: Module und Leistungen/Annex II: Modules and Load

Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics)	Tage			LNW		Gew. Note	CP
	S	SL	TR	Art	h		
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN: OC: Entrepreneurship (EN)	*	25	25	25	*	*	22,5
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN1: Entrepreneurship 1	*	3	6	6	PSA	0,5	4,5
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN1.1: Methods of Project Planning and Management in Entrepreneurship	*	*	*	*	*	*	*
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN1.2: Entrepreneurship	*	*	*	*	*	*	*
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN1.3: Project Study Paper EN1	Objectives and Strategy Plan	*	*	*	*	*	*
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN2: Entrepreneurship 2	*	5	5	5	PSA	0,5	4,5
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN2.1: The Business Plan for Entrepreneurs	*	*	*	*	*	*	*
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN2.2: Marketing Management for Entrepreneurs	*	*	*	*	*	*	*
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN2.3: Practical Corporate Management	*	*	*	*	*	*	*
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN2.4: Project Study Paper EN2	Marketing and Sales Plan	*	*	*	*	*	*
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN3: Entrepreneurship 3	*	2	7	6	PSA	0,5	4,5
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN3.1: Managerial Economics	Advanced	*	*	*	*	*	*
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN3.2: Project Study Paper EN3	Finance Plan	*	*	*	*	*	*
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN4: Entrepreneurship 4	*	6	4	5	PSA	0,5	4,5
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN4.1: International Management for Entrepreneurs	Foreign Study	*	*	*	*	*	*
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN4.2: Cross-Cultural Management	Advanced # Foreign Study	*	*	*	*	*	*
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN4.3: Project Study Paper EN4	Globalisation Plan	*	*	*	*	*	*
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN5: Entrepreneurship 5	*	9	3	3	PSA, P	0,75	4,5
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN5.1: Rhetoric	*	*	*	*	P	0,25	*
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN5.2: Personality	Advanced	*	*	*	*	*	*
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN5.3: Development of Competencies for Entrepreneurs	Advanced	*	*	*	*	*	*
Entrepreneurship / focus / optional compulsory / SPO M.A.-I / Management EN5.4: Project Study Paper EN5	Competence Development Plan	*	*	*	*	*	*

Anhang II: Module und Leistungen/Annex II: Modules and Load

Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics)	Tage			LNW		Gew. Note	CP	
	S	SL	TR	Art	h			
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129466-2008-04-01
ITM: OC: Innovation and Technology Management (ITM)	*	25	25	25	*	*	*	22,5
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129467-2008-04-01
ITM1: International Management 1	*	3	6	6	PSA	0,5	4,5	4,5
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129468-2008-04-01
ITM1.1: Methods of Project Planning and Management in ITM	*	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129469-2008-04-01
ITM1.2: Entrepreneurship	*	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129470-2008-04-01
ITM1.3: Project Study Paper ITM1	Objectives and Strategy Plan	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129471-2008-04-01
ITM2: International Management 2	*	5	5	5	PSA	0,5	4,5	4,5
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129472-2008-04-01
ITM2.1: Quality Management in ITM	*	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129473-2008-04-01
ITM2.2: Marketing Management in ITM	*	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129474-2008-04-01
ITM2.3: Practical Corporate Management	*	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129475-2008-04-01
ITM2.4: Project Study Paper ITM2	Marketing and Sales Plan	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129476-2008-04-01
ITM3: International Management 3	*	2	7	6	PSA	0,5	4,5	4,5
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129477-2008-04-01
ITM3.1: Managerial Economics	Advanced	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129478-2008-04-01
ITM3.2: Project Study Paper ITM3	Finance Plan	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129479-2008-04-01
ITM4: International Management 4	*	6	4	5	PSA	0,5	4,5	4,5
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129480-2008-04-01
ITM4.1: International Management in ITM	Foreign Study	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129481-2008-04-01
ITM4.2: Cross-Cultural Management	Advanced # Foreign Study	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129482-2008-04-01
ITM4.3: Project Study Paper ITM4	Globalisation Plan	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129483-2008-04-01
ITM5: International Management 5	*	9	3	3	PSA, P	0,75	4,5	4,5
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129484-2008-04-01
ITM5.1: Rhetoric	*	*	*	*	P	0,25	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129485-2008-04-01
ITM5.2: Personality	Advanced	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129486-2008-04-01
ITM5.3: Development of Competencies	Advanced	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A.-I / Management								GM-OC-ITM-129487-2008-04-01
ITM5.4: Project Study Paper ITM5	Competence Development Plan	*	*	*	*	*	*	*

Anhang II: Module und Leistungen/Annex II: Modules and Load

Modul (Moduleile/Schwerpunkthinhalte) Module (Courses/Topics)	Tage			LNW		Gew. Note	CP
	S	SL	TR	Art	h		
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129488-2008-04-01
MM: OC: Marketing Management (MM) *	25	25	25	*	*	*	22,5
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129489-2008-04-01
MM1: Marketing Management 1 *	3	6	6	PSA	0,5	4,5	4,5
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129490-2008-04-01
MM1.1: Methods of Marketing Project Planning and Management *	*	*	*	*	*	*	*
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129491-2008-04-01
MM1.2: Entrepreneurship *	*	*	*	*	*	*	*
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129492-2008-04-01
MM1.3: Project Study Paper MM1 Objectives and Strategy Plan	*	*	*	*	*	*	*
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129493-2008-04-01
MM2: Marketing Management 2 *	5	5	5	PSA	0,5	4,5	4,5
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129494-2008-04-01
MM2.1: Quality Management *	*	*	*	*	*	*	*
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129495-2008-04-01
MM2.2: Marketing Management Advanced	*	*	*	*	*	*	*
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129496-2008-04-01
MM2.3: Practical Corporate Management *	*	*	*	*	*	*	*
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129497-2008-04-01
MM2.4: Project Study Paper MM2 Marketing and Sales Plan	*	*	*	*	*	*	*
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129498-2008-04-01
MM3: Marketing Management 3 *	2	7	6	PSA	0,5	4,5	4,5
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129499-2008-04-01
MM3.1: Managerial Economics Advanced	*	*	*	*	*	*	*
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129500-2008-04-01
MM3.2: Project Study Paper MM3 Finance Plan	*	*	*	*	*	*	*
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129501-2008-04-01
MM4: Marketing Management 4 *	6	4	5	PSA	0,5	4,5	4,5
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129502-2008-04-01
MM4.1: International Marketing Management Foreign Study	*	*	*	*	*	*	*
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129503-2008-04-01
MM4.2: Cross-Cultural Management Advanced # Foreign Study	*	*	*	*	*	*	*
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129504-2008-04-01
MM4.3: Project Study Paper MM4 Globalisation Plan	*	*	*	*	*	*	*
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129505-2008-04-01
MM5: Marketing Management 5 *	9	3	3	PSA, P	0,75	4,5	4,5
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129506-2008-04-01
MM5.1: Rhetoric *	*	*	*	P	0,25	*	*
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129507-2008-04-01
MM5.2: Personality Advanced	*	*	*	*	*	*	*
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129508-2008-04-01
MM5.3: Development of Competencies Advanced	*	*	*	*	*	*	*
OC-Marketing Management / focus / optional compulsory / SPO M.A.-I / Management							GM-OC-MM-129509-2008-04-01
MM5.4: Project Study Paper MM5 Competence Development Plan	*	*	*	*	*	*	*