

**Studien- und Prüfungsordnung (SPO)
für den Studiengang
Master of Arts (M.A.) I
der Steinbeis-Hochschule Berlin (SHB)**

**§ 1
Geltungsbereich**

Diese SPO gilt für den anwendungsbezogenen, postgradualen Studiengang mit dem Abschluss „Master of Arts“ (M.A.) im Bereich "**Management**" und Wahlpflichtfächern auf Basis der gültigen Rahmenstudien- und Rahmenprüfungsordnung.

**§ 2
Dauer und Gliederung des Studiums**

- (1) Der Studiengang ist als Präsenzstudium in Ergänzung mit Selbstlern- und Transferanteilen angelegt. Das Studium umfasst i.d.R. 24 Monate, die üblicherweise aufeinander folgend absolviert werden.
- (2) Termine, Fristen, Orte und zusätzliche Angebote sind im jeweiligen Ausbildungsvertrag (Studienplan) geregelt.
- (3) Planstruktur:

	Mindest-	-Tage	-Zeit (h)*	CP
a	Studienmodule (davon Wahlpflichtfach)	200 (50)	1.800 (450)	91,5 (22,5)
b	Empfohlene Selbstlertage	105	945	s.o.
c	Studienbegleitende Projektarbeit, sowie Projektdokumentation (u.a. Master Thesis)	95	855	28,5
d	Gesamte Studiendauer	400	3.600	120
e	davon in Englisch: mind. 30% der Präsenzseminare	30	270	-
	davon in Englisch: mind. 25% des Gesamtworkloads	100	900	-

- (4) Besondere Zulassungsvoraussetzungen: Siehe Anhang II.

**§ 3
Studienmodule, Leistungsnachweise**

- (1) Die Studienmodule gemäß gewählter Vertiefungsrichtung sind im Anhang II zur SPO aufgeführt.
- (2) Die Leistungsnachweise zu den Studienmodulen gemäß gewählter Vertiefungsrichtung sind ebenfalls im Anhang II zur SPO aufgeführt.

**§ 4
Inkrafttreten**

Diese Studien- und Prüfungsordnung tritt am 01.12.2009 in Kraft.

Anhang I: SPO M.A. I
Bereich: Management
Vertiefungsrichtung: Construction, General, International, Public, Social Healthcare and Education, Entrepreneurship, Innovation and Technology, Marketing

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

1. Dauer:

Keine weiteren/besonderen Regelungen.

2. Planstruktur

Keine weiteren/besonderen Regelungen.

3. Besondere Zulassungsvoraussetzung

3.1 Die Eignungsprüfung kann Studienmodulergänzungen zur Folge haben:

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

4. Module: Festlegungen und Erläuterungen

4.1 Transfer:

-

4.2 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.

4.3 Focus:

-

4.4 Optional Compulsory:

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

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

4.5 Ergänzung Pflicht:

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.

4.6 Ergänzung fakultativ:

46a Von der Hochschule angebotene und im individuellen Studienplan festgelegte Modulergänzungen (Pflicht für den Erwerb eines Hochschulzertifikats).

4.7 Allgemeine Erläuterungen:

AI (All)	Anhang I (Anhang II)
AP	Abschlussprüfung
C	Case
CP	Credit Point
EF	Ergänzung fakultativ
EPF	Ergänzung Pflicht
F	Foundation
Gew.	Gewichtung
h	Stunde (Basis 9h/Tag)
K	Klausur
LNW	Leistungsnachweis
MT	Master Thesis
P	Präsentation
PA	Projektarbeit
PSA	Projektstudienarbeit
S	Seminar (auch in Form von Vorlesungen, Blended Learning-Einheiten, Übungen, etc. [s. Studienplan])
SA	Studienarbeit
TA	Transferarbeit
SL	Selbstlern
SPO	Studien- und Prüfungsordnung
TDR	Transferdokumentation und -report
TR	Transfer

5. Studienmodule und Leistungsnachweise:

Siehe Anhang II.

Anhang II: Lehrgangsmodule und Leistungsnachweise/Annex II: Modules and Examinations

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

Anhang II: Lehrgangsmodule und Leistungsnachweise/Annex II: Modules and Examinations

Modul (Modulteil/Schwerpunkthinhalte) Modules/Courses	Tage			LNW		Gew. Note	CP	
	S	SL	TR	Art	h			
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129302-2008-04-01								
F7: Marketing	*	6	2	12	AI-42a TA	1	6	6
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129303-2008-04-01								
F7.1: Principles of Marketing	*	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129304-2008-04-01								
F7.2: Marketing and Sales Management	*	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129305-2008-04-01								
F7.3: Using New Media in Marketing and Sales	*	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129306-2008-04-01								
F8: Accounting & Corporate Finance	*	9	19	2	AI-42a	1	9	9
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129307-2008-04-01								
F8.1: Principles of Accounting	*	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129308-2008-04-01								
F8.2: Financial Analysis	*	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129309-2008-04-01								
F8.3: Financial Reporting and Controlling	*	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129310-2008-04-01								
F8.4: Principles of Corporate Finance	*	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129311-2008-04-01								
F8.5: Models and Systems	*	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129312-2008-04-01								
F9: Procurement, Production and Logistics	*	7	11	2	AI-42a	1	6	6
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129313-2008-04-01								
F9.1: Procurement and Production Management	*	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129314-2008-04-01								
F9.2: Logistics	*	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129315-2008-04-01								
F10: International Management	*	6	2	12	AI-42a, TA	1	6	6
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129316-2008-04-01								
F10.1: Principles of Foreign Trade	*	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129317-2008-04-01								
F10.2: Principles of International Management	Foreign Study	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129318-2008-04-01								
F10.3: Cross-Cultural Management	Foreign Study	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129319-2008-04-01								
F11: Leadership & Competencies I	*	4	2	11	TA	*	5	5
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129323-2008-04-01								
F11.1: Personality	*	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129324-2008-04-01								
F11.2: Development of Competencies	*	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-135883-2009-07-01								
F12: Leadership & Competencies II	*	3	2	8	TA	*	4	4
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129320-2008-04-01								
F12.1: Leadership	*	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129321-2008-04-01								
F12.2: Organizational Behavior	*	*	*	*	*	*	*	*
Project, Basics, Structure / basics / compulsory / SPO M.A. I / Management C-PBS-129322-2008-04-01								
F12.3: Human Resource Management	*	*	*	*	*	*	*	*
Project, Basics, Structure / focus / optional compulsory / SPO M.A. I / Management C-PBS-129327-2008-04-01								
OC: Optional courses (OC)	exemplary S=SL=TR	25	25	25	*	*	*	22,5
Project, Basics, Structure / supplementation / compulsory / SPO M.A. I / Management C-PBS-129326-2008-04-01								
EPF1: Supplementary compulsory	AI-45a	*	*	*	*	*	*	*

Anhang II: Lehrgangsmodule und Leistungsnachweise/Annex II: Modules and Examinations

Modul (Modulteil/Schwerpunkthinhalte) Modules/Courses	Tage			LNW		Gew. Note	CP	
	S	SL	TR	Art	h			
Project, Basics, Structure / supplementation / facultative / SPO M.A. I / Management C-PBS-129325-2008-04-01								
EF1: Trends and niches- management-technologies	Al-46a, Special courses: technology trends, management trends, industries and niches, current scientific topics.			*	*	*	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129328-2008-04-01								
CM: OC: Construction Management (CM)	*	25	25	25	*	*	*	22,5
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129329-2008-04-01								
CM1: Construction Management 1	*	3	6	6	PSA	0,5	4,5	4,5
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129330-2008-04-01								
CM1.1: Methods of Construction Project Planning and Management	*	*	*	*	*	*	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129331-2008-04-01								
CM1.2: Entrepreneurship	*	*	*	*	*	*	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129332-2008-04-01								
CM1.3: Project Study Paper CM1	Objectives and Strategy Plan			*	*	*	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129333-2008-04-01								
CM2: Construction Management 2	*	5	5	5	PSA	0,5	4,5	4,5
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129334-2008-04-01								
CM2.1: Quality Management in the Construction Sector	*	*	*	*	*	*	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129335-2008-04-01								
CM2.2: Marketing Management in the Construction Sector	*	*	*	*	*	*	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129336-2008-04-01								
CM2.3: Practical Corporate Management	*	*	*	*	*	*	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129337-2008-04-01								
CM2.4: Project Study Paper CM2	Marketing and Sales Plan			*	*	*	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129338-2008-04-01								
CM3: Construction Management 3	*	2	7	6	PSA	0,5	4,5	4,5
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129339-2008-04-01								
CM3.1: Managerial Economics	Advanced			*	*	*	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129340-2008-04-01								
CM3.2: Project Study Paper CM3	Finance Plan			*	*	*	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129341-2008-04-01								
CM4: Construction Management 4	*	6	4	5	PSA	0,5	4,5	4,5
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129342-2008-04-01								
CM4.1: International Management	Foreign Study			*	*	*	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129343-2008-04-01								
CM4.2: Cross-Cultural Management	Advanced # Foreign Study			*	*	*	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129344-2008-04-01								
CM4.3: Project Study Paper CM4	Globalisation Plan			*	*	*	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129345-2008-04-01								
CM5: Construction Management 5	*	9	3	3	PSA, P	0,75	4,5	4,5
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129346-2008-04-01								
CM5.1: Rhetoric	*	*	*	*	P	0,25	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129347-2008-04-01								
CM5.2: Personality	Advanced			*	*	*	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129348-2008-04-01								
CM5.3: Development of Competencies	Advanced			*	*	*	*	*
Construction Management / focus / optional compulsory / SPO M.A. I / Management OC-CM-129349-2008-04-01								
CM5.4: Project Study Paper CM5	Competence Development Plan			*	*	*	*	*

Anhang II: Lehrgangsmodule und Leistungsnachweise/Annex II: Modules and Examinations

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

Anhang II: Lehrgangsmodule und Leistungsnachweise/Annex II: Modules and Examinations

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

Anhang II: Lehrgangsmodule und Leistungsnachweise/Annex II: Modules and Examinations

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

Anhang II: Lehrgangsmodule und Leistungsnachweise/Annex II: Modules and Examinations

Modul (Modulteil/Schwerpunkthinhalte) Modules/Courses	Tage			LNW		Gew. Note	CP			
	S	SL	TR	Art	h					
<small>Social, Healthcare and Education Management / 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 Management / 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 Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM1a: Healthcare Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM1a.1: Structures and Principles of Healthcare Systems (National / International)	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM1a.2: Structures and Principles of Healthcare Economics	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM1a.3: Principles of Healthcare Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM1a.4: Principles of Healthcare Prevention, Promotion and Provision	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM1a.5: Project Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM1.b: Social and Education Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / 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 Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM1.b.2: Principles of Social Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / 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 Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM1.b.4: Systemic Counseling and Psychology	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM1.b.5: Project Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / 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 Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM2.1: Financial Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM2.2: Accounting und Controlling	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / 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 Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM3.1: Marketing Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM3.2: Public Relations	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM3.3: Quality Management	*			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / 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 Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM4.1: International Management	Foreign Study			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM4.2: Cross-Cultural Management	Advanced # Foreign Study			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / 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 Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM5.1: Human Resource Management	Advanced			*	*	*	*	*	*	*
<small>Social, Healthcare and Education Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM5.2: Communication Skills	*			*	*	*	P	0,25	*	*
<small>Social, Healthcare and Education Management / focus / optional compulsory / SPO M.A. I / Management</small>										
SHEM5.3: Mediation and Conflict Management	*			*	*	*	*	*	*	*

Anhang II: Lehrgangsmodule und Leistungsnachweise/Annex II: Modules and Examinations

Modul (Modulteil/Schwerpunkthinhalte) Modules/Courses	Tage			LNW		Gew. Note	CP	
	S	SL	TR	Art	h			
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129444-2008-04-01
EN: OC: Entrepreneurship (EN)	*	25	25	25	*	*	22,5	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129445-2008-04-01
EN1: Entrepreneurship 1	*	3	6	6	PSA	0,5	4,5	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129446-2008-04-01
EN1.1: Methods of Project Planning and Management in Entrepreneurship	*	*	*	*	*	*	*	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129447-2008-04-01
EN1.2: Entrepreneurship	*	*	*	*	*	*	*	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129448-2008-04-01
EN1.3: Project Study Paper EN1	Objectives and Strategy Plan	*	*	*	*	*	*	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129449-2008-04-01
EN2: Entrepreneurship 2	*	5	5	5	PSA	0,5	4,5	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129450-2008-04-01
EN2.1: The Business Plan for Entrepreneurs	*	*	*	*	*	*	*	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129451-2008-04-01
EN2.2: Marketing Management for Entrepreneurs	*	*	*	*	*	*	*	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129452-2008-04-01
EN2.3: Practical Corporate Management	*	*	*	*	*	*	*	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129453-2008-04-01
EN2.4: Project Study Paper EN2	Marketing and Sales Plan	*	*	*	*	*	*	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129454-2008-04-01
EN3: Entrepreneurship 3	*	2	7	6	PSA	0,5	4,5	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129455-2008-04-01
EN3.1: Managerial Economics	Advanced	*	*	*	*	*	*	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129456-2008-04-01
EN3.2: Project Study Paper EN3	Finance Plan	*	*	*	*	*	*	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129457-2008-04-01
EN4: Entrepreneurship 4	*	6	4	5	PSA	0,5	4,5	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129458-2008-04-01
EN4.1: International Management for Entrepreneurs	Foreign Study	*	*	*	*	*	*	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129459-2008-04-01
EN4.2: Cross-Cultural Management	Advanced # Foreign Study	*	*	*	*	*	*	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129460-2008-04-01
EN4.3: Project Study Paper EN4	Globalisation Plan	*	*	*	*	*	*	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129461-2008-04-01
EN5: Entrepreneurship 5	*	9	3	3	PSA, P	0,75	4,5	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129462-2008-04-01
EN5.1: Rhetoric	*	*	*	*	P	0,25	*	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129463-2008-04-01
EN5.2: Personality	Advanced	*	*	*	*	*	*	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129464-2008-04-01
EN5.3: Development of Competencies for Entrepreneurs	Advanced	*	*	*	*	*	*	
Entrepreneurship / focus / optional compulsory / SPO M.A. I / Management								OC-EN-129465-2008-04-01
EN5.4: Project Study Paper EN5	Competence Development Plan	*	*	*	*	*	*	

Anhang II: Lehrgangsmodule und Leistungsnachweise/Annex II: Modules and Examinations

Modul (Modulteil/Schwerpunkthinhalte) Modules/Courses	Tage			LNW		Gew. Note	CP	
	S	SL	TR	Art	h			
Innovation and Technology Management / focus / optional compulsory / SPO M.A. I / Management								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								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								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								OC-ITM-129469-2008-04-01
ITM1.2: Entrepreneurship	*	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A. I / Management								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								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								OC-ITM-129472-2008-04-01
ITM2.1: Quality Management in ITM	*	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A. I / Management								OC-ITM-129473-2008-04-01
ITM2.2: Marketing Management in ITM	*	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A. I / Management								OC-ITM-129474-2008-04-01
ITM2.3: Practical Corporate Management	*	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A. I / Management								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								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								OC-ITM-129477-2008-04-01
ITM3.1: Managerial Economics	Advanced	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A. I / Management								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								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								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								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								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								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								OC-ITM-129484-2008-04-01
ITM5.1: Rhetoric	*	*	*	*	P	0,25	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A. I / Management								OC-ITM-129485-2008-04-01
ITM5.2: Personality	Advanced	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A. I / Management								OC-ITM-129486-2008-04-01
ITM5.3: Development of Competencies	Advanced	*	*	*	*	*	*	*
Innovation and Technology Management / focus / optional compulsory / SPO M.A. I / Management								OC-ITM-129487-2008-04-01
ITM5.4: Project Study Paper ITM5	Competence Development Plan	*	*	*	*	*	*	*

Anhang II: Lehrgangsmodule und Leistungsnachweise/Annex II: Modules and Examinations

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