

Period	Code	Course	Master	Specialization (when applicable)	SA	Scientif Area	Mandatory/ Elective	ECTS
1st Semester	35011317	Advertising	Marketing	--	MKT Marketing		Mandatory	3 ECTS
1st Semester	35011315	Brand Management	Marketing	--	MKT Marketing		Mandatory	6 ECTS
1st Semester	35011310	Business Microeconomics	Business Economics	--	E Economics		Mandatory	6 ECTS
1st Semester	35011318	Consumer Behaviour	Marketing	--	MKT Marketing		Mandatory	3 ECTS
1st Semester	35011340	Finance	Finance	--	FIN Finance		Mandatory	6 ECTS
1st Semester	35011044	Financial Statement Analysis and Performance	Management	--	FIN Finance		Mandatory	6 ECTS
1st Semester	35011345	Fixed Income	Finance	--	FIN Finance		Mandatory	6 ECTS
1st Semester	35011396	Market Research I	Marketing	--	MKT Marketing		Mandatory	6 ECTS
1st Semester	35011384	Marketing in the Digital Age	Management	--	MKT Marketing		Mandatory	6 ECTS
1st Semester	35011384	Marketing in the Digital Age	Marketing	--	MKT Marketing		Mandatory	6 ECTS
1st Semester	35011335	Mathematical Tools for Business and Economics	Business Economics	--	E Economics		Elective	3 ECTS
1st Semester	35011258	Operations Management	Management	--	OM Operations Management		Mandatory	6 ECTS
1st Semester	35011379	Personnel Management	Management	--	HRM Human Resources Management		Mandatory	6 ECTS
1st Semester	35011342	Quantitative Methods in Finance	Finance	--	QM Quantitative Methods		Mandatory	6 ECTS
1st Semester	35011193	Strategy and Organization	Management	--	M Management		Mandatory	6 ECTS
1st Semester	35011316	Strategy and Organization	Marketing	--	STR Strategy		Mandatory	6 ECTS
1st Semester	35011346	Valuation	Finance	--	FIN Finance		Mandatory	6 ECTS
2nd Semester	35011304	Accounting Quality	Auditing and Taxation	--	AA Accounting and Auditing		Mandatory	3 ECTS
2nd Semester	35011300	Advanced Topics in Finance	Finance	--	FIN Finance		Elective	3 ECTS
2nd Semester	35011361	Business Analytics	Management	Business Analytics	QM Quantitative Methods		Mandatory	3 ECTS
2nd Semester	35011361	Business Analytics	Management	Service Management	QM Quantitative Methods		Elective	3 ECTS
2nd Semester	35011288	Business Intelligence	Management	Business Analytics	IS Information Systems		Mandatory	6 ECTS
2nd Semester	35011388	Continuous Improvement and Operational Excellence	Management	Service Management	M Management		Mandatory	6 ECTS
2nd Semester	35011347	Corporate Financial Strategy	Finance	--	FIN Finance		Mandatory	6 ECTS
2nd Semester	35011289	Data Mining	Management	Business Analytics	IS-QM Information Systems and Quantitative Methods		Mandatory	6 ECTS
2nd Semester	35011392	Data Science for International Management	Management	International Management	M Management		Mandatory	3 ECTS
2nd Semester	35011389	Digital Services and Technologies	Management	Service Management	M Management		Mandatory	6 ECTS
2nd Semester	35011401	E-Commerce and Automation	Marketing	--	MKT Marketing		Mandatory	3 ECTS
2nd Semester	35011325	E-Content Marketing	Marketing	--	MKT Marketing		Elective	3 ECTS
2nd Semester	35011360	ESG and Sustainable Finance	Finance	--	FIN Finance		Elective	3 ECTS
2nd Semester	35011348	Financial Derivatives and Risk Management	Finance	--	FIN Finance		Mandatory	6 ECTS
2nd Semester	35011250	Financial Economics	Business Economics	--	E Economics		Mandatory	6 ECTS
2nd Semester	35011297	Financial Intermediation	Finance	--	FIN Finance		Elective	3 ECTS
2nd Semester	35011393	International Business and Global Value Chain	Management	International Management	M Management		Mandatory	6 ECTS
2nd Semester	35011391	International Entrepreneurship	Management	International Management	M Management		Mandatory	3 ECTS
2nd Semester	35011298	International Financial Management	Management	International Management	FIN Finance		Mandatory	3 ECTS
2nd Semester	35011395	International Management Consultancy	Management	International Management	M Management		Mandatory	3 ECTS
2nd Semester	35011321	International Marketing	Management	International Management	MKT Marketing		Mandatory	6 ECTS
2nd Semester	35011321	International Marketing	Marketing	--	MKT Marketing		Mandatory	6 ECTS
2nd Semester	35011390	International Taxation	Management	International Management	L Law		Mandatory	3 ECTS
2nd Semester	35011077	Management of Innovation in Services	Management	Service Management	M Management		Elective	6 ECTS
2nd Semester	35011400	Market Research II	Marketing	--	MKT Marketing		Mandatory	3 ECTS
2nd Semester	35011323	Marketing Communications	Marketing	--	MKT Marketing		Mandatory	3 ECTS
2nd Semester	35011378	Neuromarketing	Marketing	--	MKT Marketing		Elective	3 ECTS
2nd Semester	35011290	Optimization Models	Management	Business Analytics	QM Quantitative Methods		Mandatory	6 ECTS
2nd Semester	35011403	Predicting Consumer Behaviour and Market Demand	Business Economics	--	E Economics		Elective	3 ECTS
2nd Semester	35011320	Pricing	Marketing	--	MKT Marketing		Mandatory	3 ECTS
2nd Semester	35011338	Programming for Finance - An Introduction to VBA	Finance	--	FIN Finance		Elective	3 ECTS
2nd Semester	35011338	Programming for Finance - An introduction to VBA	Management	Service Management	FIN Finance		Elective	3 ECTS
2nd Semester	35011078	Project Management	Management	Service Management	M Management		Mandatory	6 ECTS
2nd Semester	35011358	Python Programming	Management	Business Analytics	QM Quantitative Methods		Mandatory	3 ECTS
2nd Semester	35011291	Regression and Multivariate Data Analysis	Management	Business Analytics	QM Quantitative Methods		Mandatory	6 ECTS
2nd Semester	35011349	Research Methods	Finance	--	RM Research Methods		Mandatory	6 ECTS
2nd Semester	35011326	Sales Management	Marketing	--	MKT Marketing		Elective	3 ECTS
2nd Semester	35011337	Search Marketing	Marketing	--	MKT Marketing		Elective	3 ECTS
2nd Semester	35011259	Service Management	Management	Service Management	M Management		Mandatory	6 ECTS
2nd Semester	35011319	Service Marketing	Marketing	--	MKT Marketing		Elective	3 ECTS
2nd Semester	35011329	Sustainability and Business Innovation	Business Economics	--	E Economics		Elective	6 ECTS
2nd Semester	35011394	Sustainability and Ethics for Business	Management	International Management	M Management		Mandatory	3 ECTS