

European Institute for Advanced Behavioural Management
Study plan: Master of Business Administration European Management

Focus on Behavioural Management

Compulsory Modules	1. Semester	2. Semester
Module 1: Management Basics (9CP)	Strategic Management (3CP) Corporate Sustainability and Social Responsibility (3CP) Soft Skills (3CP)	
Module 2: European Basics (6CP)	European Institutions (3CP) European Regulations (3CP)	
Module 3: Financial Management (6CP)		Learning Business by Doing Business (3CP) Economics and Finance (3CP)
Module 4: Marketing and Management (6CP)		Marketing and Management in Foreign Countries (3CP) Retailing and Logistics (3CP)
Module 5: Operations Management (6CP)	Service Management (3CP) Data Analysis (3CP)	
Module 6: Behavioural Management (12CP)	Entrepreneurship (3CP) Leadership and Human Resource Management (3 CP) Cross-Cultural Management (3CP)	Consumer Behaviour (3CP)
		Masterarbeit (15 CP)
CP	30	30

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Module 4: Marketing and Management (6CP)	Marketing of Innovations (3CP)	Prototyping and Agile Project Management (3CP)
Module 5: Operations Management (6CP)	Business Model Development (3CP) Data Analytics Project (3CP)	
Module 6: Behavioural Management (12CP)	Entrepreneurship (3CP) Leadership and Human Resource Management (3 CP) Entrepreneurial Management (3CP)	Consumer Behaviour (3CP)
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