

*Enrichment Courses are

either worth 3 or 6 ECTS. One 6 ECTS Enrichment

Course can be substituted

for two 3 ECTS Enrichment

Courses. Students may choose from the following

specializations: Sustainable Management and Governance;

Digital Marketing;

Real Estate Management;

Innovation and Experience

Design for Tourism;

Entrepreneurship, Innovation and Leadership; Tourism and Services

Management

Enrichment course offerings are subject to

Fall Enrollment

Semester 1 (30 ECTS) Fall

0102 Advanced Data **Analysis and Decision** Making

SE - 3h - 6 ECTS

0101 Advanced **Economics**

SE - 3h - 6 ECTS

0201 Global Marketing: **Theory and Cases**

SF - 2h - 6 FCTS

0202 Corporate Financial Management

SE - 2h - 6 ECTS

0401 Organizational Social Psychology and Leadership

SE - 2h - 6 ECTS

Semester 2 (30 ECTS) Spring

0103 Research Design and Methods in Practice

SE - 3h - 6 ECTS

0302 Emerging Tools for New Media and Information Management

SE - 2h - 6 ECTS

0402 Conflict Management

SF - 2h - 6 FCTS

0403 Business Ethics and **Corporate Social** Responsibility

SE - 2h - 6 ECTS

*Enrichment Courses of your choice or

Internship / Excellence Program

SE - 2h - 6ECTS

Semester 3 (30 ECTS) Fall

0301 Applied Innovation Management

SE - 2h - 6 ECTS

0204 Environmental **Management and** Sustainability

SE - 2h - 6 ECTS

0601 Master Thesis Seminar

SE - 2h - 3 ECTS

*Enrichment Course of your choice

SE - 1.5h - 3 ECTS

0602 Master Thesis

(credit given in Semester 4)

12 ECTS

Semester 4 (30 ECTS) Spring

0203 Business Strategy and Market Simulation

SE - 2h - 6 ECTS

*Enrichment Course of your choice

SE - 1.5h - 3 ECTS

*Enrichment Course of your choice

SE - 1.5h - 3 ECTS

*Enrichment Course

of your choice

SE - 1.5h - 3 ECTS

Economics and Research Fundamentals

change.

Integrated Management

Innovations and ICT

Leadership and Personal Skills

Enrichment / Internship

Thesis

0602 Master Thesis SE - 2h - 13 ECTS

0603 Master Thesis **Defense** 2 FCTS

DURATION 2 years (120 ECTS)