

Master of Science in Business Administration/Major in People Management and Organisation

Programme content Autumn-Start | 3 semester | Edition Academic Year 2023/24

Leading-edge development of organisations and people: customer-centred, innovative and aided by digital technologies

1 st semester	Digital Customer Management (incl. Block Week) 6 credits	Organisational Transformation & Change 6 credits	Strategic Network & Ecosystem Management* (incl. Block Week) 6 credits	Research Theory & Ethics 3 credits	Qualitative Research Methods 3 credits	Quantitative Research Methods 3 credits
2 nd semester	Applied Research Project & Colloquium 9 credits	Global People Management Perspectives 6 credits	People Management & Strategy 9 credits	People Management & Digital Transformation* 6 credits	Preliminary Study for the Master's Thesis 3 credits	
3 rd semester	Collaborative Learning & Organisational Development 6 credits	Developing Creative & Innovative Capabilities 6 credits	Psychological competences for the flexible, agile work environment 6 credits	Master's Thesis 12 credits		

Credits = ECTS credits (1 credit = 30 hrs of student work)

- * or an elective module from a different Major:
- International Festival & Events Management combined with Sustainable Tourism Management
 - Entrepreneurial Management
 - Social Entrepreneurship (incl. a study trip abroad)
 - Digital Transformation in Society & the Economy