

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

Programme content Spring-Start | 4 semester | Edition Academic Year 2023/24

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

1 <sup>st</sup> semester	<b>Digital Customer Management*</b> 6 credits	<b>Organisational Transformation &amp; Change</b> 6 credits	<b>Strategic Network &amp; Ecosystem Management*</b> 6 credits	<b>Research Theory &amp; Ethics</b> 3 credits	<b>Qualitative Research Methods</b> 3 credits	<b>Quantitative Research Methods</b> 3 credits
2 <sup>nd</sup> semester	<b>Applied Research Project &amp; Colloquium</b> 9 credits	<b>Developing Creative &amp; Innovative Capabilities</b> 6 credits	<b>Collaborative Learning &amp; Organisational Development</b> 6 credits			
3 <sup>rd</sup> semester	<b>Global People Management Perspectives</b> 6 credits	<b>People Management &amp; Strategy</b> 9 credits	<b>People Management &amp; Digital Transformation**</b> 6 credits	<b>Preliminary Study for the Master's Thesis</b> 3 credits		
4 <sup>th</sup> semester	<b>Psychological competences for the flexible, agile work environment</b> 6 credits	<b>Master's Thesis</b> 12 credits				

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

\* incl. Block Week in the 2<sup>nd</sup> semester

\*\* 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