# Example Program Schedule
# M.A. in General Management

| Semester | | |
|---|---|---|
| **Semester 1** | 1 | Introduction Week |
| | 2 | Personality / Development of Competences 1 (TP) |
| | 4 | Managerial Economics / Macroeconomics / Microeconomics (TDR) |
| | 4 | Principles of Practical Corporate Management /  Practical Corporate Management / Innovation Management / Entrepreneurship (TDR) |
| | 6 | Interdisciplinary Scientific Work / Methods of Empirical Social Research 1+ 2 (PSP) |
| | 4 | Methods of Project Planning and Management (TDR) |
| | 4 | Break |
| **Semester 2** | 4 | Market Research / Competition Analysis (TDR) |
| | 6 | Management Research (PSP) |
| | 4 | Corporate Strategy / Business Strategy / Management of Strategies (TDR) |
| | 4 | Principles of Marketing / Marketing & Sales Management / Communication Management / E-Marketing (TDR) |
| | 6 | Foresight Management  (PSP) |
| | 2 | Break |

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| **Semester 3** | 2 | Public Speaking and Presentation Skills / Development of Competences 2 (TP) |
| | 4 | Principles of Accounting / Financial Analysis (TDR) |
| | 4 | Financial Reporting and Corporate Planning / Principles of Corporate Finance / Models and Systems (TDR) |
| | 4 | Break |
| | 6 | Intercultural Management / Growth and Globalization (PSP) |
| | 4 | Principles of Law / Legal Framework and Fields of Activity for Executives / Mergers and Aquisitions (2 TP) |
| | 4 | Leadership / Organizational Management / Organizational Behavior / Human Resource Management (TDR) |
| **Semester 4** | 6 | Competence Development 3 (PSP) |
| | 24 | Master Thesis |

## LEGEND
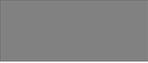
| | |
|---|---|
| ■ | Project Seminar |
| ■ | General Management Seminar |
| ■ | Competency Development Seminar |

## EXAMPLE COURSE WEEK

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|---|---|---|---|---|---|---|
| Input Phase | | Discussion in Online Forum | | | | |
| <ul><li>Digital Media (papers, videos, podcasts...)</li><li>Weekly Feedback</li><li>Webinars with Professors</li><li>Project Coaching Sessions with Professors</li><li>Competence Coaching Sessions with Professors</li></ul> | | <ul><li>Online forums are a tool for critical discussion around the topics of each course.</li><li>Students are required to participate in online forums where they will share their analysis and individual experience in applying the knowledge directly in their projects.</li><li>Professors will facilitate the discussion, monitor the online forum and provide feedback on the performance of each student. Contributions will count as class participation.</li></ul> | | | | |

## EXAMINATIONS:

**5 Project Study Papers (PSP)** = A Project Study Paper comprises approx. 15 pages and contains project-based application of knowledge. Written elaboration of the PSP and participation on the learning platform (so-called student engagement) are evaluated as proof of performance. The written part of a PSP is worth 70% of the overall grade of the project study paper combined with the student's engagement which counts for 30%.

**9 Transfer Documentation Reports (TDR)** = A Transfer Documentation Report comprises approx. 20 pages and is an application-based paper. Written elaboration of the PSP and participation on the learning platform (so-called student engagement) are evaluated as proof of performance. The written part of a PSP is worth 70% of the overall grade of the project study paper combined with the student's engagement which counts for 30%.

**4 Transfer Papers (TP)** = A Transfer Paper comprises approx. 5 pages. Written elaboration of the TA and participation on the learning platform (so-called student engagement) are evaluated as proof of performance. The written part of a TP is worth 70% of the overall grade of the transfer paper combined with the student's engagement which counts for 30%.

**1 Master Thesis (MT)** = A Master´s Thesis comprises 80-100 pages and contains project-based application and critical reflection of the application phase.