

Anlage 10 c: Studien- und Prüfungsplan für den Master-Studiengang International Management (MBA)
(Studienbeginn ab WS 2009/10)

Module und Lehrveranstaltungen Modules and Courses	Modul-/ LV- Nummer / Number	Gesamt / Total		1. Sem.		2. Sem.		3.Sem.*		4.Sem.		Prüfungsleistungen / Examination		
		SWS / Contact hour	Credits	SWS / Contact hour	Credits	SWS / Contact hour	Credits	SWS / Contact hour	Credits	SWS / Contact hour	Credits	Prüfungs- semester / Semester	Prüfungsart / Typ of Examination ¹⁾	Klausur- dauer in Minuten / Duration
1 Analytical Foundations	AQM5010	2	3											
Statistics for Managers	AQM5011	2	3	2	3							1	PLK/PLM	60
2 Foundations in Accounting and Finance	GMT5210	6	9											
Foundations in Financial Accounting	GMT5211	2	3	2	3							1	PLK/PLM	60
Foundations in Managerial Accounting	GMT5212	2	3	2	3							1	PLK/PLM	60
Corporate Finance and Financial Analysis	GMT5213	2	3	2	3							1	PLK/PLM	60
3 Foundations in Business Functions	GMT5220	6	9											
Foundations in Marketing	MKT5221	2	3	2	3							1	PLR/PLM	
Foundations in Operations Management	GMT5222	2	3	2	3							1	PLK/PLM	60
Foundations in Human Resources Management	HRM5223	2	3	2	3							1	PLR/PLM	
4 Foundations in Economics and Business Law	ECO5010	6	9											
Foundations in Microeconomics	ECO5011	2	3	2	3							1	PLK/PLR	90
Foundations in Macroeconomics	ECO5012	2	3	2	3							1		
Foundations in Business Law	LAW5014	2	3	2	3							1	PLK/PLM	60
5 Optimizing Business Processes	GMT5230	4	6											
Management Support Systems	BIS5231	2	3			2	3					2	PLH/PLM/PLR	--
Value Chain Management	GMT5232	2	3			2	3					2	PLH/PLM/PLR	--
6 Advanced Accounting and Finance	GMT5240	4	6											
Controlling	GMT5241	2	3			2	3					2	PLH/PLK/PLM/PLR	60
Advanced Finance and Accounting in a Global Environment	GMT5242	2	3			2	3					2	PLH/PLK/PLM/PLR	60
7 Innovation and Business Dynamics	MKT5110	8	12											
Determinants of Innovation Performance	MKT5111	4	6			4	6					2	PLH/PLR	--
Product Development and Design ²⁾	MKT5112	4	6					(4)	(6)			3	PLH/PLR	--
8 Europe in the Global Environment	ECO5020	8	12											
Doing Business in Germany & Europe	ECO5021	2	3			2	3					2	PLH/PLR	--
European Economics & Political Relations	ECO5022	2	3			2	3					2	PLH/PLR	--
European Financial Markets ²⁾	ECO5023	2	3					(2)	(3)			3	PLH/PLR	--
European Law & Case Studies ²⁾	LAW5024	2	3					(2)	(3)			3	PLH/PLR	--
9 Sustainable Globalization	ESR5020	8	12											
Global Economic Integration	ESR5021	2	3			2	3					2	PLH/PLK/PLM/PLR	60
Social Responsibilities for Sustainable Development	ESR5022	2	3			2	3					2	PLH/PLK/PLM/PLR	60
Environmental Economics ²⁾	ESR5023	2	3					(2)	(3)			3	PLH/PLK/PLM/PLR	60
Corporate Social Responsibility ²⁾	ESR5024	2	3					(2)	(3)			3	PLH/PLK/PLM/PLR	60
10 Electives in Accounting and Finance	ACC6010	6	9											
International Financial Reporting Standards ³⁾	ACC5011	4	6					(4)	(6)			3	PLH/PLK/PLM/PLR	90
Advanced Corporate Finance ³⁾	FIN6013	2	3					(2)	(3)			3	PLH/PLK/PLM/PLR	60
11 Electives in Marketing	MCO6010	6	9											
Marketing in the Digital Age ³⁾	MKT6011	2	3					(2)	(3)			3	PLH/PLR	--
Brand Management ³⁾	MCO6012	2	3					(2)	(3)			3	PLH/PLR	--
Communication Management ³⁾	MKT6013	2	3					(2)	(3)			3	PLH/PLR	--

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		SWS / Contact hour	Credits	SWS / Contact hour	Credits	SWS / Contact hour	Credits	SWS / Contact hour	Credits	SWS / Contact hour	Credits	Prüfungs- semester / Semester	Prüfungsart / Typ of Examination ¹⁾	Klausur- dauer in Minuten / Duration	
12 Company Project	GMT6020	4	6												
Company Project ³⁾	GMT6021	4	6					(4)	(6)			3	PLP	--	
13 Strategic Mangement	GMT6030	4	6												
Strategic Mangement	GMT6031	4	6					4	6			3	PLH/PLK/PLM/PLR	60	
14 Issues in Advanced Management	GMT6040	6	9												
Change Management	HRM6041	2	3							2	3	4	PLH/PLR	--	
Project Management	SIC6042	2	3							2	3	4	PLH/PLR	--	
Leadership	GMT6043	2	3							2	3	4	PLK/PLM	60	
15 Master Thesis	THE6990														
Thesis Colloquium	COL6995	2	3							2	3	4	PLR	--	
Thesis	THE6996	0	18								18	4	PLT	--	
Summe		68	120	20	30	20	30	20	30	8	30				

¹⁾ Sind mehrere Prüfungsarten angegeben, bestimmen die Prüfer Art und Anzahl der Prüfungsleistungen. / If there are different types of assessment mentioned, the examiner will determine the corresponding type of examination.

²⁾ Die Studierenden müssen Lehrveranstaltungen im Umfang von 12 Credits belegen. / The Students have to choose a minimum of 12 credits form these courses.

³⁾ Die Studierenden müssen aus den Modulen 10, 11 und 12 Lehrveranstaltungen im Umfang von 12 Credits belegen. / The Students have to choose from module 10, 11 and 12 courses with a minimum of 12 credits.

In Absprache mit der Studiengangleitung können Wahlpflichtfächer durch andere Fächer aus dem Veranstaltungs-Angebot der Master-Studiengänge der Fakultät Wirtschaft und Recht ersetzt werden. / Based on prior agreement with the Program Director, students can replace electives by other master courses of Pforzheim University Business School.

* 3. Semester:

Studierende, die ihren ersten Hochschulabschluss in Deutschland erworben haben, müssen mindestens 30 ECTS-Credits an einer Partnerhochschule erbringen. / For students with a first degree of a German University, the study abroad semester with 30 ECTS Credits is mandatory.