

Anlage 10 e: Studien- und Prüfungsplan für den Master-Studiengang International Management (MBA)
(PO 6 - Studienbeginn ab WS 2011/12)

Stand: 08.06.11

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 and IT-Management	AQM5100	4	6											
Statistics for Managers	AQM5011			2	3							1.	PLK/PLL	60
Information Management	BIS5015			2	3							1	PLK/PLH/PLR	60
2 Foundations of Accounting and Finance	GMT5300	4	6											
Foundations in Financial Accounting	GMT5211			2	3							1.	PLH+PLK	60
Corporate Finance and Financial Analysis	GMT5213			2	3							1.		
3 Foundations in Business Functions	GMT5310	6	9											
Foundations in Marketing	MKT5221			2	3							1.	PLR+PLK	60
Foundations in Human Resources Management	HRM5223			2	3							1.	PLR/PLK	60
Supply Chain Management	BAE5201			2	3							1.	PLR/PLM	--
4 Foundations in Economics	ECO5010	4	6											
Foundations in Microeconomics	ECO5011			2	3							1.	PLK	90
Foundations in Macroeconomics	ECO5012			2	3							1.		
5 Management Skills	SIC5100	8	9	2	3	6	6							
Scientific Writing and Literature Research	SIC5101			1	2							1./2.	UPL	--
Presentation Skills	SIC5102			1	1							1.	UPL	--
Project Management	SIC6042					2	3					2.	PLR	--
Management Skills Electives²⁾														
Negotiation Skills	SIC5103					(1)	(1)					2.	UPL	--
Decision Making	GMT5701					(2)	(2)					2.	UPL	--
Change Management	GMT5702					(2)	(2)					2.	UPL	--
Leadership	GMT5703					(2)	(2)					2.	UPL	--
Cross Cultural Communication	SIC5104					(1)	(1)					2.	UPL	--
6 Advanced Topics International Management and Marketing	GMT5320	4	6											
International Business Development	MKT5301					4	6					2.	PLR + PLK	90
7 Accounting and Finance in an International Context	ACC5100	4	6											
Business Controlling in an International Context	ACC5101					4	6					2.	PLR/PLK	90
8 Innovation and Business Dynamics I	MKT5110	4	6											
Determinants of Innovation Performance	MKT5111					4	6					2.	PLH/PLR	--
9 Sustainable Globalization I	ESR5100	4	6											
Global Economic Integration	ESR5021					2	3					2.	PLH+PLR+PLK/PLM	60
Responsibilities for Sustainable Development	ESR5022					2	3							
10 Strategic Management	GMT6130	3	5											
Strategic Management	GMT6131							3	5			3.	PLH/PLR+PLK	90
11 Innovation and Business Dynamics II	MKT6110	3	5											
Product Development and Design	MKT6111							3	5			3.	PLH/PLR	--
12 Sustainable Globalization II	ESR5100	4	5											
Corporate Responsibility and Sustainability Management	ESR5111							4	5			3.	PLH/PLR+PLK/PLM	60

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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
13 Electives ^{3); 4); 5)}		10	15											
<u>Company Project / Project Work</u>	GMT6021	4	6					4	6			3.	PLH/PLR	--
<u>Accounting and Finance</u>														
International Financial Reporting Standards	ACC5011	(4)	(6)					(4)	(6)			3.	PLH/PLR+PLK	90
Advanced Corporate Finance	FIN6013	(2)	(3)					(2)	(3)			3.	PLH/PLM/PLR	60
<u>European Perspectives</u>														
European Financial Markets	ECO5023	(2)	(3)					(2)	(3)			3.	PLH/PLR/PLK	60
Doing Business in Germany & Europe (Project)	ECO5021	(2)	(3)					(2)	(3)			3.	PLH/PLR	--
European Economics & Political Relations	ECO5022	(2)	(3)					(2)	(3)			3.	PLK	60
<u>Marketing</u>														
Integrated Marketing Communication	MKT6101	(2)	(3)					(2)	(3)			3.	PLR / PLK	60
Sales and Distribution Management	MKT6102	(2)	(3)					(2)	(3)			3.	PLR / PLK	60
Service Marketing	MKT6103	(2)	(3)					(2)	(3)			3.	PLR / PLK	60
B2B-Marketing	MKT6104	(2)	(3)					(2)	(3)			3.	PLR / PLK	60
Brand Management	MCO6012	(2)	(3)					(2)	(3)			3.	PLR /PLM	--
14 Management Simulation	GMT6140	3	5											
Management Simulation	GMT6141									3	5	4.	PLM/PLR	--
15 Master Thesis	THE6980	2	25											
Thesis Colloquium	COL6995	2	3							2	3	4.	UPL	--
Thesis	THE6986	0	22								22	4.	PLT	--
Summe		67	120	20	30	22	30	20	30	5	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 3 ECTS aus dem Wahlfachangebot belegen, das Angebot richtet sich Nachfrage und Verfügbarkeit / The Students have to select subjects with 3 ECTS. The actual offers will be depend on demand and availability.

³⁾ Der Studiengang bietet, z. T. in Kooperation mit anderen Studiengängen der Business School, Wahlpflichtfächer im Umfang von mindestens 21 ECTS an. / The program will offer - partially in collaboration with other programs of the Business School - a choice of at least 21 ECTS.

⁴⁾ Die Studierenden müssen 15 ECTS aus dem Wahlfachangebot belegen. Hinweis: Den Studierenden kann die Möglichkeit zur Mischung von Wahlpflichtfächern aus den WPF-Bereichen Accounting and Finance und Marketing aus organisatorischen Gründen nicht garantiert werden. / The Students have to select subjects with 15 Credits. Please note: A mixture of Electives from both, Accounting and Finance and Marketing, may not be available for organizational reasons.

⁵⁾ In Absprache mit der Studiengangleitung können Wahlpflichtfächer durch andere Fächer aus dem Veranstaltungs-Angebot der Master-Studiengänge der Fakultät Wirtschaft und Recht bzw. neue Veranstaltungen ersetzt werden. / Based on prior agreement with the Program Director, students can replace electives by other master courses of Pforzheim University Business School or new, alternative offers of the MBA IM.

* 3. Semester:

Studierende, die ihren ersten Hochschulabschluss in Deutschland erworben haben, müssen 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.