

AUFBAU DES CURRICULUMS

30
ECTS

1. Semester

SALES

COMPLIANCE

GRUNDLAGEN

Grundlagen des Sales Managements

- Grundlagen des Sales Mgmt.
 - Digitalisierung im Vertrieb
- 4 SWS – 6 ECTS

Strategic Pricing Excellence

4 SWS – 6 ECTS

Grundlagen des Compliance Managements

- Grundlagen des Compliance Mgmt.
 - IT in der Compliance
- 4 SWS – 6 ECTS

Business English

5 SWS – 6 ECTS

Data Intelligence

- Data Analytics & Artificial Intelligence
 - Data Intelligence SPSS
- 4 SWS – 6 ECTS

2. Semester

Strategic Growth and Sales Management:

- Strategic Growth and Sales Mgmt.
 - Growth and Sales Seminar
 - Growth and Sales Case Studies
- 7SWS – 10 ECTS

Strategic Market Intelligence:

- Strategic Market Intelligence
 - Market Intelligence Case Studies
 - Market Intelligence Seminar
- 7SWS – 10 ECTS

Marketing and Communications

- Strategic Brand Management and Branding Tools
 - Branding Seminar
 - Branding Case Studies
- 6SWS – 10 ECTS

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Case Studies als kombiniertes Industrieprojekt aus Sales und Market Intelligence!

3. Semester

Conceptual Seminar (mit Unternehmenspartner) + Master Thesis

- Conceptual Seminar (Sales + Market Intelligence) (9 SWS – 12 ECTS)
- Master Thesis (0 SWS – 18 ECTS)

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