### 1st Semester: September - January

<table>
<thead>
<tr>
<th>Period</th>
<th>Week</th>
<th>Course Title and Credits</th>
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<tbody>
<tr>
<td>1</td>
<td>36-51</td>
<td>Theories of International Management 6 EC, Business Seminar 1 EC, Theories of Entrepreneurship and Innovation 6 EC, Theories of Digital Business 6 EC</td>
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</tbody>
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### 2nd Semester: February - June

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<th>Period</th>
<th>Week</th>
<th>Course Title and Credits</th>
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Choose one theories course:

- Theories of Marketing 6 EC
- Theories of Leadership and Management 6 EC
- Theories of Entrepreneurship and Innovation 6 EC
- Theories of Strategy 6 EC
- Theories of Entrepreneurship and Management in the Creative Industries 6 EC

Choose one course from the Business Lab:

- Branding 6 EC
- Branding for Start-ups 6 EC
- Business Strategy and Sustainability 6 EC
- Cases in Leadership 6 EC
- Design Driven Business Innovation 6 EC
- Globalisation and Offshoring 6 EC
- Marketing Metrics 6 EC
- Mergers and Acquisitions 6 EC
- Operational Excellence 6 EC
- Organisation Design for the 21st Century 6 EC
- Performance Management 6 EC
- Retail Strategy and Marketing 6 EC

Choose one Thesis Workshop:

- Database Research 2 EC
- Experiment Research 2 EC
- Qualitative Research / Case Studies 2 EC
- Social Media Research 2 EC
- Survey Design 2 EC
- Qualitative Data Analysis 1 EC
- Quantitative Data Analysis 1 EC

This schedule is subject to change in the following academic year.