

1ST SEMESTER

 September - January

Period 1	Period 2	Period 3
Week 36 37 38 39 40 41 42 43	44 45 46 47 48 49 50 51	2 3 4 5
Theories of Marketing 6 EC	Consumer Behaviour 6 EC	Thesis Proposal 5 EC
	Marketing Strategy 6 EC	
Business Seminar 1 EC		
Choose one theories course:		
Theories of Strategy 6 EC		
Theories of Leadership and Management 6 EC		
Theories of Entrepreneurship and Innovation 6 EC		
Theories of International Management 6 EC		
Theories of Entrepreneurship and Management in the Creative Industries 6 EC		
Theories of Digital Business 6 EC		

oo Classes oo No classes oo Exam week

■ Compulsory course ■ Track course ■ Business Lab course ■ Thesis Workshop ■ Theories course

This schedule is subject to change in the following academic year

2ND SEMESTER

 February - June

Period 4	Period 5	Period 6
6 7 8 9 10 11 12 13	14 15 16 17 18 19 20 21 22	23 24 25 26
Master's Thesis Marketing 15 EC		
Choose one course from the Business Lab:	Choose one course from the Business Lab:	
Branding 6 EC	Business Cases in New Technology 6 EC	
Business Strategy and Sustainability 6 EC	Cases in Retail Marketing 6 EC	
Cases in Leadership 6 EC	Change Management 6 EC	
Design Driven Business Innovation 6 EC	Cross Cultural Management 6 EC	
Globalisation and Offshoring 6 EC	Entrepreneurial Finance 6 EC	
International Stakeholder Management 6 EC	Management Consulting 6 EC	
Mergers and Acquisitions 6 EC	Managing Creativity 6 EC	
Operational Excellence 6 EC	Negotiations in B2B Markets 6 EC	
Organisation Design for the 21st Century 6 EC	International Business and Sustainable Development 6 EC	
Performance Management 6 EC	Online Marketing 6 EC	
Retail Strategy and Marketing 6 EC	Sustainable Business Models 6 EC	
Choose one workshop:	Choose one workshop:	
Thesis Workshop Social Media Research 2 EC	Thesis Workshop Qualitative Data Analysis 1 EC	
Thesis Workshop Experiment Design 2 EC	Thesis Workshop Quantitative Data Analysis 1 EC	
Thesis Workshop Database Research 2 EC		
Thesis Workshop Qualitative Research / Case Studies 2 EC		
Thesis Workshop Survey Design 2 EC		