

1ST SEMESTER September - January

Period 1										Period 2					Period 3						
Week										Week					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 Marketing					5 EC		
Business Seminar							1 EC	Marketing Strategy					6 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														

2ND SEMESTER February - June

Period 4													Period 5						Period 6						
Week													Week						Week						
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																			

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