

**DETAILED DIVISION
MASTER OF ARTS IN GENERAL MANAGEMENT**

Modul	Name	Credits by semesters				Number of contact days per module
		1	2	3	4	
N	Module Name					
Module 1: Economics		5				4
1.1	Managerial Economics					
1.2	Macroeconomics					
1.2	Microeconomics					
Module 2: Project Management and Entrepreneurship		8				8
2.1	Methods of Project Planning and Management					
2.2	Principles of Practical Corporate Management					
2.3	Practical Corporate Management					
2.4	Innovation Management					
2.5	Entrepreneurship					
Module 3: Methods of Empirical Social Research		9				10
3.1	Interdisciplinary Scientific Work					
3.2	Methods of Empirical Social Research 1					
3.3	Methods of Empirical Social Research 2					
3.4	Project Curriculum 1					
3.5	Presentation PSA 1/Project Loop 1					
Module 4: Market Analysis		4	9			13
4.1	Market Research					
4.2	Competition Analysis					
4.3	Project Curriculum 2					
4.4	Presentation PSA 2/Project Loop 2					
Module 5: Objectives and Strategy			4	9		13
5.1	Corporate Strategy					
5.2	Business Strategy					
5.3	Management of Strategies					
5.4	Project Curriculum 3					
5.5	Presentation PSA 3/Project Loop 3					

Module 6: Communication, Marketing and Sales			5			4
6.1	Principles of Marketing					
6.2	Marketing and Sales Management					
6.3	Communication Management					
6.4	E-Marketing					
Module 7: Management Accounts and Corporate Finance			4	4		8
7.1	Principles of Accounting					
7.2	Financial Analysis					
7.3	Financial Reporting and Corporate Planning					
7.4	Principles of Corporate Finance					
7.5	Models and Systems					
Module 8: Law			5			4
8.1	Principles of Law					
8.2	Legal Framework and Fields of Activity for Executives					
8.3	Mergers and Acquisitions					
Module 9: International Business Development				9		10
9.1	Intercultural Management					
9.2	Growth and Globalization					
9.3	PSA: Plan of International Business Development					
Module 10: Leadership and Competencies 1		4	4			8
10.1	Personality					
10.2	Development of Competencies 1					
10.3	Public Speaking and Presentation Skills					
10.4	Development of Competencies 2					
Modul 11: Leadership and Competencies 2				7	6	18
11.1	Leadership					
11.2	Organizational Management					
11.3	Organizational Behavior					
11.4	Human Resource Management					
11.5	Competence Development 3					
11.6	PSA: Competence Development Plan				24	
Modul MT: Master Thesis		30	31	29	30	