

## CURRICULUM

### COURSE LIST 2023-2025

	<i>Course Name</i>	<i>Credits</i>	<i>Contact Hours</i>
<b>FALL TERM</b>			
	Geopolitics: Megatrends and Global Issues	3	24
	Global Economy Trends	3	24
	Trendwatching and Scenario Planning	3	28
	Project Management	3	32
	OKR. Goal-setting Framework	2	20
	Budgeting, project financing and performance reports	3	28
	Business Global Strategy	3	28
	Decision Making Process	2	24
	Corporate Social Responsibility	2	20
	Managerial Communication Skills	2	24
	Team Allignment	1	12
	Personal Development	-	20
	Introductory internship: Strategic Foresight & Global Team Development	4	24
<b>SPRING TERM</b>			
	Modern Business Models	3	28
	Entrepreneurship & Innovations	3	28
	Creativity and Design Thinking	2	28

	Operational Excellence	2	24
	Multinational Finance Management	3	32
	Management Models	2	28
	Doing Business_Global Shift	2	24
	Company Competitiveness Management	3	28
	Data Analytics for Decision Making	3	32
	Research Methodology	2	24
ELECTIVE	Cross-cultural Business Communication	2	24
	Foreign Language Proficiency	2	24
	Corruption, Compliance and Fraud	2	24
	Government Relations & Business in Society	2	24
FALL TERM			
	Disruptive Technologies: Shaping Strategies in a Digital World	3	24
	Business Negotiations	2	20
	Customer-centricity & UX-design	2	24
	Sales and Supply chain Management	3	24
	Project: Transformational Business Model Development	7	24
Digital Transformation	Digital Platform	3	24
	Basics of Cloud Technologies	3	24
	Neural Networks, Voice Assistants, Computer Vision	3	24
	Digital Product Management	2	20
	Data Science Project Management	2	20
Performance Marketing	Digital Marketing	3	24
	Neuromarketing	3	24
	Community development	3	24
	Marketplaces	2	20
	Event Management*	2	20

SPRING TERM

	Change Management	2	24
	Leadership	2	24
	Capstone Project*	5	28
	Pre-Diploma Practice*	4	
	Final Project Defense	17	