

# Study Programme

## MA International Business & Intercultural Management Heilbronn University

Code	Modules and Course Units	Course delivery	Contact hours per week in semester			ECTS credits
			1	2	3	
<b>252210</b>	<b>M1 Research Methods</b>					
252211	M1.1 Quantitative Methods	L/S	2			2,5
252212	M1.2 Qualitative Methods	L/S	2			2,5
<b>252220</b>	<b>M2 Business Environment Studies</b>					
252221	M2.1 International Economics	L	2			2,5
252222	M2.2 Corporate Governance & CSR	S	2			2,5
<b>252230</b>	<b>M3 International Management Studies</b>					
252231	M3.1 Specific Issues of International Management	S/E	4			5
252232	M3.2 Global Talent Management	L	2			2,5
252233	M3.3 Financial Analysis	L	4			5
<b>252240</b>	<b>M4 Intercultural Studies</b>					
252241	M4.1 Intercultural Communication: Theories and Methods	L/S	6			7,5
<b>252250</b>	<b>M5 Advanced International and Intercultural Management Studies</b>					
252251	M5.1 Global Marketing – Multinational Cases	S/E		6		7,5
252252	M5.2 Intercultural Management - Cases and Regions	L/S		8		10
252253	M5.3 Global Leadership	S		2		2,5
<b>252260</b>	<b>M6 Advanced Sustainability Studies</b>					
252261	M6.1 Sustainable Economic Development	L/S		2		2,5
252262	M6.2 Sustainable Financial Systems	L/S		2		2,5
252263	M6.3 Sustainable Management	L/S		2		2,5
<b>252270</b>	<b>M7 Advanced Research Methods</b>					
252271	M7.1 Quantitative Methods /Econometrics	S		2		2,5
<b>252280</b>	<b>M8 Master Thesis</b>					30
<i>L = Lectures E = Exercises S = Seminar La = Laboratory</i>						
Contact hours per week		24	24			48
ECTS		30	30	30		90