Master Program General Management: Specialized Management Competence & Advanced Electives

**ELECTIVES “Specialized Management Competence” and “Advanced Electives” (12 ECTS selected from the following modules/subjects)**

The modules/subjects can be studied in the following combinations:

- **1 “Specialized Management Competence” - 2 modules, 6 ECTS each – e.g. Marketing & International Marketing 1 + 2**
- **2 modules in different “Specialized Management Competences” – 6 ECTS each as follows:**
  - Module Marketing & International Marketing 1 and Module Human Resource Management and Organization 1
  - Module Marketing & International Marketing 1 and Module Human Resource Management and Organization 2
  - Module Marketing & International Marketing 1 and Module Global Strategic Management 1
  - Module Marketing & International Marketing 1 and Module Entrepreneurship 1
  - Module Marketing & International Marketing 2 and Module Human Resource Management and Organization 1
  - Module Marketing & International Marketing 2 and Module Human Resource Management and Organization 2
  - Module Marketing & International Marketing 2 and Module Global Strategic Management 1
  - Module Marketing & International Marketing 2 and Module Entrepreneurship 1
  - Module Human Resource Management and Organization 1 and Module Global Strategic Management 1
  - Module Human Resource Management and Organization 1 and Module Entrepreneurship 1
  - Module Human Resource Management and Organization 2 and Module Global Strategic Management 1
  - Module Human Resource Management and Organization 2 and Module Entrepreneurship 1
  - Module Global Strategic Management 1 and Module Entrepreneurship 1
- **1 module “Specialized Management Competence” (6 ECTS) and 1 module/subject (6 ECTS) “Advanced Electives” as follows:**
  - Module Marketing & International Marketing 1 and 1 module/subject “Advanced Electives”
  - Module Marketing & International Marketing 2 and 1 module/subject “Advanced Electives”
  - Module Human Resource Management and Organization 1 and 1 module/subject “Advanced Electives”
  - Module Human Resource Management and Organization 2 and 1 module/subject “Advanced Electives”
  - Module Global Strategic Management 1 and 1 module/subject “Advanced Electives”
  - Module Entrepreneurship 1 and 1 module/subject “Advanced Electives”