

Study Program Overview

M. Sc. in International Management, Marketing, Entrepreneurship

Degree: Master of Science in International Management, Marketing, Entrepreneurship/ IMME

Study Time: 4 Semesters

Credits: 120 ECTS/ CP

Further Information: <http://www.isp.ovgu.de/Documents/Master+Students.html>

Curriculum

1 st Semester	Lectures/L + Tutorials/T	30 ECTS/ CP
International Corporate Strategy	*2L+1T = 5 CP	Examination - 60min
Business Decision Making	2L+1T = 5 CP	Examination - 60min
Compulsory Elective Module A	5 CP	see module handbook
Compulsory Elective Module A	5 CP	see module handbook
Compulsory Elective Module B	5 CP	see module handbook
Elective Module	5 CP	see module handbook
2 nd Semester	30 ECTS/ CP	
Marketing Methods & Analysis	2L+2T = 5 CP	Examination - 60min
Compulsory Elective Module A	5 CP	see module handbook
Compulsory Elective Module B	5 CP	see module handbook
Elective Module	5 CP	see module handbook
Compulsory Elective Seminar	10 CP	see module handbook
3 rd Semester	30 ECTS/ CP	
Compulsory Elective Module B	5 CP	see module handbook
Compulsory Elective Module B	5 CP	see module handbook
Compulsory Elective Module A	5 CP	see module handbook
Comp. Elective Scientific Project	15 CP	see module handbook
4 th Semester	30 ECTS/ CP	
Master Thesis & Research Seminar	30 CP	Scientific Paper and Presentation

The curriculum consists of various elective courses which are subject of two out of three specializations: **International Management, Marketing, Entrepreneurship**.

Lectures and tutorials comprise 2 SWS = 90 minutes in compound.

Please note that a module yielding 5 CP requires a 1 hour examination and 10 CP a 2 hour examination.

Important Rule:

Compulsory modules examinations, which are not successfully passed/failed can be retaken only once. **A second retake is allowed only for one compulsory master exam!**

Elective modules/ seminars during the master's study program:

- Only officially recognized modules/ seminars according to the examination and study regulation of the respective master's program can be chosen!
- Successfully completed elective modules/ seminars will be graded once!
- Whether a module/ seminar of another faculty can be credited must be clarified with the FWW Examination Office beforehand!

Some modules and all seminars require personal registration in advance. Check LSF for module offers and the chair homepages of the respective professor for information about registration deadlines. Seminar places are limited (max. 20) and registration ends for some seminars in June/January for the upcoming semester.

Discrepancies between the information system of the university (LSF/ E-Learning) and the handbook may occur due to fluctuations in professors over the years. All elective modules will be listed in LSF (starting from January/June). Module handbooks for the upcoming semester are available shortly before semester start.

Information (e.g. qualification targets, contents, transcripts, etc.) about modules of other faculties are available in the program handbooks of the respective faculty. Please contact the Examination Office for application details.

For detailed information please check out the LSF portal and the program handbook at:
<http://www.isp.ovgu.de/Documents.html>

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