



Master in Master in Management (M.Sc.) – Marketing and Management*

**Laurea Magistrale in Management – Curriculum International
Management***

1st Year: Universität Hohenheim 60 EP

Basic modules 18 EP

- Applied Quantitative Methods (6 EP)
- Multivariate Data Analysis (6 EP)
- Modelling & Decision Making (6 EP)

Compulsory Major and Elective Modules 42 EP

All in all, students chose further 42 EP in courses.

Students chose modules worth up to 30 EP in the field of **Marketing & Management** over the 2 years according to the list of equivalent courses:

Marketing & Management (up to 30 EP)

The following 2 courses are compulsory to be taken in Hohenheim:

- Human Resource Management (6 EP)
- Entrepreneurship (6 EP)

Further modules in this field could be taken in Hohenheim **OR** their equivalences in Venice:

- Consumer Behavior (6 EP)
- Two further Electives in the field (12 EP)

Electives (at least 12 EP)

Depending on the choice of Major Courses, students choose additional modules worth at least 12 credits in accordance to the list of equivalent courses:

1 of the following:

- Globalization and History
- Capital Market Theory or other Finance related modules

1 (or more) modules coming out of the following focus areas of the **Master in International Business & Economics**:

Innovation Management and Economics
International Economics

2nd Year: Università Ca'Foscari di Venezia 60 EP

Major Modules 30 EP

Students choose modules worth 30 credits in accordance with the list of equivalent courses, for example:

- Cross Cultural Marketing (6 EP)
- Business Strategy Advanced Course (6 EP)
- Technology and Innovation Management (6 EP)
- International Management Advanced Course 1 (6 EP)
- International Management Advanced Course 2 (6 EP)
- Industrial Dynamics Economics and Global Economic Challenges 1 (6 EP)
- Industrial Dynamics Economics and Global Economic Challenges 2 (6 EP)
- And others

Internship 6 EP

Master-Thesis 24 EP

* This study plan refers to the curricula of the Master programs „Master in Management“ and „Laurea Magistrale in Economia e gestione delle aziende – Curriculum International Management“.

** The list of equivalent courses is part of the appendix of the double Master's degree agreement between Universität Hohenheim and Università Ca'Foscari Venezia". The list of equivalent courses will be updated every year.

A learning agreement must be approved by the home and the host university.

Equivalent courses UCF/Hohenheim (compulsory courses for Hohenheim students in bold letters)

UHOH		UCF	
	18		18
Modeling & Decision Making	6	Advanced Management Control	6
Applied Quantitative Methods	6	Business process analytics	6
Multivariate Data Analysis	6	Elective	6
Focus Area Marketing & Management	30 out of the following		30
Entrepreneurship	6	Entrepreneurship and Business Models	6
Human Resource Management	6	International Human Resource Management Organization	6
Consumer Behavior	6	Cross Cultural Marketing	6
Elective (Focus Marketing & Management)	6	Business Strategy Advanced Course	6
Elective (Focus Marketing & Management)	6	Elective	6
Out of the Focus Area Innovation Management and Economics of the Master IBE	18 out of the following		18
International Innovation Management 1	6	Technology and Innovation Management	6
International Innovation Management 2	6		
Innovation, Strategy and Networks	6		
Economics of Innovation	6	International Management Advanced Course	12
Recent Developments in Advanced Innovation Economics	6		
Master Seminar	6		
Out of the Focus Area International Economics of the Master IBE	12 out of the following		12
Multinational Firms	6	Industrial Dynamics Economics and Global Economic Challenges 1	6
(International Trade and Inequality)**	6		
International Finance	6	Industrial Dynamics Economics and Global Economic Challenges 2	6
(International Macroeconomics)**	6		
Globalization and History*	6		
Master Seminar	6		
<i>no equivalent course</i>	6	Mergers and Acquisitions OR	6



		International Tax Law OR Sustainability and Labour Rights	6 6
1 course out of the following, if not already taken!	6		6
Globalization and History*	6	Comparative business history*	6
Capital Market Theory or other Finance related modules	6	Corporate Banking	6
<i>no equivalent course</i>		Advanced Management of nonprofit organizations	6
<i>to be organized in Venice</i>	6	Internship	6
Master Thesis	24	Thesis	24
* courses can be recognized only once			
** not recommended during 1 st year			