



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 Modules 24 EP

- Human Resource Management (6 EP)
- Entrepreneurship (6 EP)
- Economics of Innovation **OR** Recent Developments in Advanced Innovation Economics **OR** Innovation, Strategy and Networks (6 EP) **OR** International Innovation Management 1 or 2
- Elective (focus Marketing & Management) (6 EP)

Major and Elective Modules 18 EP

Students choose additional modules worth 18 credits in accordance with the list of equivalent courses (see next page)**.

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

Major Modules 30 EP

Students choose modules worth 30 credits from the list below and in accordance with the list of equivalent courses**:

- Cross Cultural Marketing (6 EP)
- Comparative Business History (6 EP)
- Business Strategy Advanced Course (6 EP)
- Technology and Innovation Management (6 EP)
- Information Systems and Networks (6 EP)
- International Labour Law (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)

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	
Modeling & Decision Making	6 (Winter)	Business process analytics	6 (Winter)
Applied Quantitative Methods <i>(in German)</i>	6 (Winter)	Advanced Management Control	6 (Winter)
Multivariate Data Analysis	6 (Winter)	Elective	6
Human Resource Management <i>(in German)</i>	6 (Winter)	International Human Resource Management Organization	6 (Winter)
Entrepreneurship	6 (Summer)	Business Strategy Advanced Course	6 (Summer)
International Innovation Management 1 OR International Innovation Management 2 OR Innovation, Strategy and Networks OR Economics of Innovation OR Recent Developments in Advanced Innovation Economics	6 (Winter) 6 (Summer) 6 (Winter) 6 (Summer) 6 (Winter)	Technology and Innovation Management International Management Advanced Course 1 International Management Advanced Course 2	6 (Winter) 6 (Winter) 6 (Winter)
Elective (Focus Marketing & Management)	6 (Winter/Summer)	Elective	6
Consumer Behavior	6 (Summer)	Cross Cultural Marketing	6 (Winter)
System Management** OR Process Management**	6 (Summer)	Information Systems and Networks	6 (Summer)
Globalization and History**	6 (Summer)	Comparative business history	6 (Winter)
Capital Market Theory or other Banking related modules **	6 (Summer)	Corporate Banking	6 (Summer)
International Trade and Inequality	6 (Winter)	Industrial Dynamics Economics and Global Economic Challenges 1	6 (Winter)
Multinational Firms	6 (Summer)	Industrial Dynamics Economics and Global Economic Challenges 2	6 (Winter)
<i>no equivalent English taught course</i>	6	Labour Law and Enterprises in the International Context OR Mergers and Acquisition	6 (Summer)
<i>to be organized in Venice</i>	6	Internship	6
Master Thesis	24	Thesis	24

* International Innovation Management 1 and 2 is equivalent to "Strategy, Innovation and Technology Management" in Venice.

** chose a maximum of 2 modules in Hohenheim or from its equivalents in Venice