



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) (5103-440)
- Multivariate Data Analysis (6 EP) (5301-470)
- Modelling & Decision Making (6 EP) (5303-490)

Compulsory Major and Elective Modules

42 EP

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

Students choose 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:

- Leadership and Human Resource Management (6 EP) (5702-470) (in GERMAN)
- Entrepreneurship (6 EP) (5703-510)

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

- Consumer Behavior (6 EP) (5705-510)
- 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 (5210-440)
- Capital Market Theory (5104-540) 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

36 EP

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

- Cross Cultural Marketing (6 EP)
- Strategy, Innovation and Technology Management (12 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

9 EP

Master-Thesis

15 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 (5303-490; winter semester)	6	Performance Management and Control Systems	6
Applied Quantitative Methods (5103-440; winter semester)	6	Business process analytics	6
Multivariate Data Analysis (5301-470; winter semester)	6	Elective	6
Focus Area Marketing & Management	30 out of the following		30
Entrepreneurship (5703-510; summer semester)	6	Entrepreneurship and Business Models	6
Leadership and Human Resource Management (5702-470; winter semester) (in GERMAN)	6	International Human Resource Management Organization	6
Consumer Behavior (5705-510; summer semester)	6	Cross Cultural Marketing	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 (5706-440; winter semester)	6	Strategy, Innovation and Technology Management International Management Advanced Course	12
International Innovation Management 2 (5706-550; summer semester)	6		
Innovation, Strategy and Networks (5706-710; summer semester)	6		
Innovation Economics (5209-410; winter semester)	6		12
Recent Developments in Advanced Innovation Economics (5209-520; summer semester)	6		
Master Seminar (5706-660)	6		
Out of the Focus Area International Economics of the Master IBE	12 out of the following		12
Multinational Firms (5205-550; summer semester)	6	Industrial Dynamics Economics and Global Economic Challenges 1	6
(International Trade and Inequality)** (5205-450; winter semester)	6	Industrial Dynamics	6



International Finance (5201-550; summer semester)	6	Economics and Global Economic Challenges 2	
(International Macroeconomics)** (5201-690; winter semester)	6		
Globalization and History* (5210-440; winter semester)	6		
Master Seminar (5706-670)	6		
<i>no equivalent course</i>	6	Mergers and Acquisitions	6
		OR International Tax Law	6
		OR Sustainability and Labour Rights	6
1 course out of the following, if not already taken!	6		6
Globalization and History* (5210-440; winter semester)	6	Comparative business history*	6
Capital Market Theory (5104-540; winter semester) or other Finance related modules	6	Corporate Banking	6
<i>no equivalent course</i>		Advanced Management of non profit organizations	6
<i>to be organized in Venice</i>	9	Internship	9
Master Thesis	24	Thesis	15
* courses can be recognized only once			
** not recommended during 1 st year			