



**Laurea Magistrale in Economia e gestione delle aziende –
Curriculum International Management***

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

1st Year: Università Ca' Foscari di Venezia 60 EP

Major modules 54 EP

Students choose modules worth 54 credits from the list below and in accordance with the list of equivalent courses**:

- Cross Cultural Marketing (6 EP)
- International human resource management organization (6 EP)
- Strategy, Innovation and Technology Management (12 EP)
- Performance Management and Control Systems (6 EP)
- Business process analytics (6 EP)
- Industrial Dynamics and Global Economic Challenges 1 (6 EP)
- Industrial Dynamics and Global Economic Challenges 2 (6 EP)
- International Tax Law **OR** Sustainability and Labour Rights **OR** Mergers and Acquisition (6 EP)

Internship 9 EP

2nd Year: Universität Hohenheim 60 EP

Major Modules 36 EP

Students choose modules worth 36 credits in accordance with the list of equivalent courses**:

Further modules within the Major field to reach the following amount of EP:

Marketing & Management (18 EP)

Further modules coming out of the following focus areas of the **Master in International Business & Economics**:

Innovation Management and Economics
International Economics

1 further module of the following:

- Globalization and History (5210-440)
- Capital Market Theory (5104-540) or other Finance related modules

2 further elective modules from the whole curriculum.

Master-Thesis 24 EP

* This study plan refers to the curricula of the Master programs „Master in International Business and Economics“ 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 Venice 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		
Multivariate Data Analysis (5301-470; winter semester)	6	Business process analytics	6
Focus Area Marketing & Management	18		18
Entrepreneurship (5703-510; summer semester)	6	Entrepreneurship and Business Models	6
Leadership and Human Resource Management (GERMAN) (5702-470; winter semester)	6	International Human Resource Management Organization	6
Consumer Behavior (5705-510; summer semester)	6	Cross Cultural Marketing	6
2 further elective modules from the whole curriculum	12		12
Elective	6	Elective	6
Elective	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	6		



Inequality)** (5205-450; winter semester)		Industrial Dynamics Economics and Global Economic Challenges 2	6
International Finance (5201-550; summer semester)	6		
(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 OR	6
		International Tax Law OR	6
		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
Master seminar OR one of the three basic modules in Methods		Research Methods	
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	24
* courses can be recognized only once			
** not recommended during 1 st year			