

Changes in course structure for MSc in Economics and Business Administration specialisations from September 2022

Please note:

Yellow marking = change

If the course is shared with other specialisations, this will appear in the box "comments

Innovation Management and Entrepreneurship

Course title	ECTS	Comments
1. semester		
Classic readings in Innovation and Entrepreneurship	5	
Appropriating Innovation, Managing Intellectual Property	5	
Innovation Challenge: A hands-on project	10	
Research Methods	10	
2. semester		
Entrepreneurship for Social Change	10	NEW course
Strategic Management of Technological Innovation	10	New title
Managing Innovation	10	

International Business

Course title	ECTS	Comments
1. semester		
Emerging Markets, Their Institutions and Challenges	10	
The Emergence of Global Enterprises	10	
Methods in International Business Research	10	
2. semester		
The Global Economic Environment: Strategic Implications and Responses	5	New title
Business-to-Business Purchasing Management	10	
Organising and Managing the Multinational Corporation	10	
Intercultural Competence	5	

Marketing

Course title	ECTS	Comments
1. semester		
Economic Psychology	10	
Marketing Theory	5	
Customer Value and Innovation	5	
Marketing Research Methods	10	
2. semester		
Marketing Communication	5	
Strategic Brand Management	10	New title
Marketing Management and Strategy in the Digital Age	10	New title
Pricing Strategy	5	

Strategic Communication

Course title	ECTS	Comments
1. semester		
Strategic Leadership: Psychology and practice	10	NEW course
Organisational Theory	10	
Methods in Management and Organisation Research	10	NEW course
2. semester		
Corporate Communication	10	
Organisational Change and Leadership	10	NEW course
Human Resource Management and Development	10	NEW course

Commercial and Retail Management

Course title	ECTS	Comments
1. semester		
Introduction to Value Chain Management	5	
Retail Strategy and Commercial Innovation	10	
Consumer Behaviour in a Retail Setting	5	
Commercial and Retail Research Methods	10	
2. semester		
Pricing Strategy	5	
Supplier-Relations and Business Negotiation	10	NEW course
Category, Stock and Brand Management	10	NEW course
Performance and Margin Management	5	

Finance

Course title	ECTS	Comments
1. semester		
Applied Financial Econometrics	10	
Asset Pricing	10	
Corporate Finance	10	
2. semester		
Derivatives	10	
Financial Intermediation	10	New title
Asset Management	10	NEW course