

CURRICULUM

LUXURY BUSINESS MIX (5 CP)	STRATEGIC MARKETING & BRAND MANAGEMENT (5 CP)	LEADERSHIP & MANAGEMENT (5 CP)
ADVANCED PROJECT MANAGEMENT (5 CP)	GERMAN I: LIVING IN GERMANY ^{1,4} (5 CP)	INTERCULTURAL COMMUNICATION & COMPETENCE ^{2,6} (5 CP)
	RESEARCH METHODOLOGY (5 CP)	

2. SEMESTER

STRATEGIC & FINANCIAL MANAGEMENT IN LUXURY (5 CP)	ORIGINS OF LUXURY IN HISTORY, ART & CULTURE (5 CP)	INNOVATION MANAGEMENT & DESIGN THINKING (5 CP)
INTERDISCIPLINARY TEAM PROJECT I (5 CP)	GERMAN II: WORKING IN GERMANY ⁵ (5 CP)	FOREIGN LANGUAGE SKILLS ^{2,7} (5 CP)
	QUANTITATIVE & QUALITATIVE METHODS FOR BUSINESS (5 CP)	

3. SEMESTER⁸

DISTRIBUTION & COMMUNICATION IN LUXURY (5 CP)	CUSTOMER EXPERIENCE IN LUXURY (5 CP)	ADVANCED TEAM PROJECT (10 CP)
SCIENTIFIC WORK IN PRACTICE ³ (5 CP)	COMPULSORY ELECTIVE (5 CP)	



COMPULSORY MODULES



COMPULSORY ELECTIVE MODULES



4. SEMESTER¹⁰

STAKEHOLDER COMMUNICATION & PR ⁹ (5 CP)	DIGITAL & SUSTAINABLE TRANSFORMATION IN LUXURY ⁹ (5 CP)
MASTER'S THESIS (20 CP)	



¹ Taught in the last 10 weeks of the semester.
² 28 teaching units (TU) will be taught in blocks of 4 TU over the first half of the semester. The other 7 TU are planned en bloc towards the end of the semester and dedicated to the presentations.
³ 14 TU online synchronous contact hours will be taught in blocks of 2 TU every other week. The other 7 TU in physical synchronous contact hours will be taught en bloc towards the end of the semester and dedicated to the presentations.
⁴ Students without any German skills take this module in their first semester; students do not select this module but are sorted
⁵ Students without at least A2 German skills take this module in their second semester; students do not select this module but are sorted
⁶ Students with the necessary German skills take this module in their first/second semester; students do not select this module but are sorted
⁷ The module corresponds to one extracurricular language course.
⁸ Alternatively to spending their 3rd semester on campus, students can choose to go abroad, electing the module „International Studies“, or choose to do an internship, choosing the module „International Experience“ in addition to „Scientific Work in Practice“. This election is designed as a choice of majors in eHVP.
⁹ The lectures can also be taught online in synchronous contact time.
¹⁰ The modules of the 4th semester are offered in hybrid form in parallel on site and as a stream and can therefore be attended in physical or online presence.