

Short Module Manual

International MBA

XU Exponential University
of Applied Science

SHORT FACTS

Graduation	Master of Business Administration	Type of Study	Full-time and Part-Time
Scope	60/90 ECTS	Total numbers of semesters	2 Semesters (60 ECTS) 3/6 Semesters (90 ECTS)
Language	English	Matriculation Date	April / October
Teaching method	Seminar discussion, individual work, group work, case studies		

Course and content of studies

SEMESTER 1

IMS 1	Strategy and Management in a Global Environment	5 ECTS portfolio review
<ul style="list-style-type: none"> Describe the elements of digital strategy for organizations operating in a global environment. Explain strategies at corporate, business unit, and functional levels to meet challenges of digitalization and sustainability. Apply methods for evaluating markets, organizations, competition, and business models Design international strategies and strategic implementation plans. 		
IMS 2	Innovation Management	5 ECTS portfolio review
<ul style="list-style-type: none"> Recognize the value of innovation in an organizational context. Explain and apply key concepts in open innovation management. Understand strategies for new product development and sustainable solutions. 		
BMA 1	Managerial Accounting and Corporate Finance	5 ECTS portfolio review
<ul style="list-style-type: none"> Understand the importance of accounting in a company. Analyze cost structures and apply cost accounting methods. Create investment plans and conduct cost-benefit analyses. 		
BMA 2	International Digital Marketing	5 ECTS portfolio review
<ul style="list-style-type: none"> Develop strategic approaches to international digital marketing. Analyze and evaluate the effectiveness of digital marketing campaigns. Apply best practices for social media and SEO in a global context. 		

SEMESTER 1

IMS 3 Global Operations and Supply Chain Management 5 ECTS
portfolio review

- Understand challenges and opportunities in global operations and supply chains.
- Analyze strategies for supply chain optimization and performance monitoring.
- Apply project management methodologies to improve organizational performance.

FSK 1 New Leadership and Human Capital Management 5 ECTS
presentation

- Understand classical and modern management theories.
- Develop leadership styles and manage team dynamics.
- Address sensitive workplace issues and conflict resolution effectively.

SEMESTER 2

MSK 2 Research Skills 5 ECTS
case study

- Apply quantitative and qualitative research methods to practical projects.
- Develop data collection and evaluation procedures using tools like SPSS.
- Recognize social and ethical challenges in research and address them.

MT 2 Master Thesis Set-up 5 ECTS
oral exam

- Master Thesis Colloquium : Independent development and answering of a larger scientific question, development of new knowledge in a subject area in a limited time and scientific adequate presentation
- Master Thesis Reflection/Coaching : Professional support from the exposé and structuring of the paper to the outline and systematic treatment of the topic, support in the implementation of empirical questions and the development of own lines of argumentation, advice on the observance of scientific formalities

SEMESTER 2

MT 1 Master Thesis**15 ECTS**
oral exam

- Independently develop and answer a scientific question.
- Conduct and evaluate empirical studies.
- Present and defend research findings in a scientific discourse.

MSK 5 Leadership Assessment II (Post-Test)**5 ECTS**
presentation**IN TOTAL****60/90 ECTS**