

Master Management (M.A.)

Modules Library System

Semester 1

CUTU	Cultural Turns
LERE	Controlling: Leading for Results
BUSA	Business Analysis
RHES	Rhetorics and Stylistics
CSIC	Culture & Society in Change
CRCO	Creativity in Context
ABRA	Approaching Brands
NECU	New Media Culture
BETO	Becoming a Tourist
NCID	National & Cultural Identity
IDTY	Identity
BUMO	Business Modelling

Semester 2

CMAC	Culture, Markets and Consumption
NORU	Governance: Norms, Rules and Rituals
STRT	Strategic Practice
POCO	Power and Conflict
PERF	Creative Constructions: Performance & Performativity
CRIN	Creative Industries
BRAS	Brand Strategies
SONE	Social Networks
COTO	Consumption of Tourism
DORC	Diversity & Organizational Culture
REBU	Revolutions & Bubbles
SURD	Sustainable Urban Development (<i>vorher: SUDE</i>)

Semester 3

INNO	Innovation Project
ETHA	Ethics and Aesthetics
BUST	Business Transformation
CIPL	Creativity, Improvisation and Play
BEBE	Cultural Leadership: Betwixt & Between
CINN	Creativity & Innovation
BRST	Brand Stories
SMEL	Social Media Lab
TODE	Tourism & Development
DILE	Diversity & Leadership
STAG	Staging in Global Financial Markets
SGDT	Sustainable Glocal Development

Semester 4

PERE	Personal Renewal
RECO	Research Colloquium
MAST	Master Thesis