## Core Business Courses

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>Applied Research Methods</td>
<td>Economics of Business Strategy</td>
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<tr>
<td>Business Analytics and Econometrics</td>
<td>Financial Performance Management and</td>
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<td></td>
<td>Management Control</td>
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<tr>
<td>Business Logistics and Supply Chain</td>
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<tr>
<td>Management</td>
<td>Capstone Project</td>
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<td>Leadership and Organizational Behavior</td>
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## Core Components

- Semester Abroad (only standard track), Internship, Master Thesis

## Specializations

**Value Creation**

- Corporate Social Responsibility*
- Corporate Valuation*
- High Performance Human Resources*
- Strategic Issues in Supply Chain Management*
- Revenue Management and Service Operations**
- Value-based Marketing**

**Digital Transformation**

- Data Science*
- Economics of Digital Transformation*
- Legal Aspects of Digital Transformation*
- Electronic Business*
- New Product Development and Pricing**
- Sustainable Logistics**

## Managerial Skills

- Business Ethics/Intercultural Skills***
- Conflict Management/Negotiations***
- Project Management/Quality Management***
- SAP Laboratory/Programming***

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* Mandatory courses of the specialization
** Electives available for both specializations
*** two courses, can only be chosen in this combination

### Course Structure

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<thead>
<tr>
<th>I</th>
<th>II</th>
<th>III</th>
<th>IV</th>
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<tr>
<td></td>
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<td>Standard Track 120 ECTS</td>
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- Classes at KLU • Internship • Optional study abroad or classes at KLU