

# CURRICULUMS EXECUTIVE MBA

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Note: there are not German versions for Bio & IT- Specialisations.



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New modification on IT Specialisation

**TUAS ENGLISH MODULES**

C o m m o n  O b j e c t i v e s	Module	Code	Courses	Credits	total	Lecturer	Leader of Module	
	<b>Methodological Studies</b>	E399101	Research Methods			5	Laura Heinonen, DSc (Econ.)	Laura Heinonen, DSc (Econ.)
	<b>Marketing I</b>	E399102	Introduction to Marketing	2,5		5	Foster Ofoosu, MSc	Ajaya Joshi, MSc
			Consumer Behaviour	2,5				William Degbey, MSc
	<b>Management I</b>	E399103	Introduction to Business	2		5	Foster Ofoosu, MSc and Dr. Thomas Kent and Harvey Goldberg, MBA	Nicolas LeGrand, MBA
			Organizational Behaviour	2				Otieno Mbare, PhD (Econ & BA)
			Training & Coaching	1				Harvey Goldberg, MBA
	<b>Business Law</b>	E399104	Commercial Law	2,5		5		Peter Sandell, MSI
Company Law			2,5					
<b>Information Technology</b>	E399105	Information Technology I	2,5		5	Tiina Ferm, MSc and Jussi Hätönen, MSc	Otieno Mbare, PhD (Econ & BA)	
		Information Technology II	2,5					
<b>Accounting &amp; Controlling</b>	E399106	Accounting	2,5		5	Alexandra Maslowska	Zahir Kasi, MSc (Econ.)	
		Controlling	2,5					



WWEDU GERMAN MODULES						
C o m m o n  O b l i g a t o r y	Module	Code	Courses	Credits total	Lecturer	Leader of Module
	<b>Methodological Studies</b>	15104	Scientific Working	5	Mag. Dr. Martin Stieger, MBA	Mag. Dr. Martin Stieger, MBA
	<b>Marketing I</b>	15110	Services Marketing	2,5	Mag. Dr. Christa Zuberbühler, MBA MPA MSc	Mag. Dr. Christa Zuberbühler, MBA MPA MSc
		15106	Customer-oriented Behavior	2,5		
	<b>Management I</b>	15100	Introduction to Business and Organizational Behaviour	5	Prof. Dr. Christian Pracher	Prof. Dr. Christian Pracher
	<b>Business Law</b>	15102	Business Law	2	Mag. Dr. Siegfried Lachmair	
		15119	Company Law	1	Mag. Dr. Eva Wagner	
		15111	Tax Law	2	Mag. Dr. Martin Stieger, MBA	
<b>Information Technology</b>		IT Basics	5	Manfred Peyer Mag. Reinhard Schröckner Thomas Greschitz		
<b>Accounting &amp; Controlling</b>		Introduction to Accounting	2,5	Mag. Dr. Johannes Brunner		
		Introduction to Balance Sheet Analysis & in-Company Controlling	2,5			
			5			



**TUAS ENGLISH MODULES: GENERAL MANAGEMENT SPECIALISATION**

C	Module	Code	Courses	Credits	total	Lecturer	Leader of Module
C o r e	<b>Strategic Management</b>	E399107	Strategic Management		5		Otieno Mbare, PhD Econ & BA
	<b>International Marketing</b>	E399108	International Marketing		5		Ajaya Joshi, MSc
	<b>Strategic Human Resource Man:</b>	E399109	Strategic Human Resource Management		5	Dr. Natalie Mikhaylov	Nicolas LeGrand, MSc
E l e c t i v e s	<b>E-business</b>	E399135	E-business		5	Dr. Ajit Patanker, PhD	Ajaya Joshi, MSc
	<b>Global Logistics Management</b>		Global Logistics Management		5	Prof. Kent Gordain	Emmanuel Querrec, PhD
	<b>Project Management</b>	E399140	Project Management		5	Sunil Kanojia, PMP,MBA	Matti Kuikka, MSc
	<b>Marketing II</b>	E399113	Integrated Marketing Business Marketing Psychology of Advertising	2 2 1	5	Ajaya Joshi, MSc	Ajaya Joshi, MSc
	<b>Communication Studies</b>	E399114	Cross-cultural Communications International Business Negotiations	2,5 2,5	5		Kelly Raita,
	<b>International Law</b>	E399115	Introduction to International Law International Trade Law	2 3	5		Kaisa Sorsa, PhD
	<b>Leadership</b>	E399116	Leadership		5	Dr. Thomas Kent	Raimo Lehto,
	<b>International Business Strategie</b>	E399117	International Business Strategies		5		Otieno Mbare, PhD Econ & BA
	<b>Marketing III</b>	E399118	Strategic Mktg Mgt Social Marketing	3 2	5		Ajaya Joshi, MSc
	<b>International Political Economy</b>	E399119			5		
	<b>Managing non-profit Org.</b>	E399120			5	Pia Nurmi, MSc.	Pia Nurmi, MSc.
	<b>Disaster and Relief Mgt</b>	E399121			5	Alexander Siedschlag, PhD, MA	Kaisa Sorsa, PhD
	<b>Innov. &amp; Tech Management</b>	E399122	Innovation Systems Innov. Developm P	2,5 2,5	5		

**WWEDU GERMAN MODULES: GENERAL MANAGEMENT SPECIALISATION**

C	Module	Code	Courses	Credits	total	Lecturer	Leader of Module
C o r e	<b>Strategic Management</b>	15118	Strategic Management		5	Dipl. Ing. Dr. Alfred Wagner PhD	Dipl. Ing. Dr. Alfred Wagner PhD
	<b>International Marketing</b>	15122	International Marketing		5	Mag. Dr. Martin Stieger, MPA MBA	Mag. Dr. Martin Stieger, MPA MBA
	<b>Strategic Human Resource Management</b>	15109	Human Resource Management		5	Mag. Elfriede Furtmüller, MBA	Mag. Elfriede Furtmüller, MBA
E l e c t i v e s	<b>Logistics</b>	15123	Logistics		5	Dr. Siegmund Priglinger	Dr. Siegmund Priglinger
	<b>Project Management</b>	15120	Project Management		5	Dr. Frank Edelkraut	Dr. Frank Edelkraut
	<b>Public Relations</b>	15105	Public Relations		5	Mag. Dr. Claudia Ulamec	Mag. Dr. Claudia Ulamec
	<b>Information &amp; Process Management</b>	15112	Information and Process Management		5	Dr. Siegmund Priglinger	Dr. Siegmund Priglinger
	<b>International Law</b>	15103	EU and International Relations I	2,5	5	Univ. Prof. Dr. Sigmar Stadlmeier, LL.M.	Univ. Prof. Dr. Sigmar Stadlmeier, LL.M.
		15107	EU and International Relations II	2,5			
	<b>Corporate Governance Management Consulting</b>	15117	Corporate Governance Management Consulting		5	Mag. Dr. Siegfried Lachmair	Mag. Dr. Siegfried Lachmair
	<b>Social Management</b>	15124	Social Management		5	Mag. Dr. Claudia Ulamec	Mag. Dr. Claudia Ulamec
	<b>Non-profit Organisations</b>	15116	Managing non-profit organisations		5	Mag. Dr. Claudia Ulamec	Mag. Dr. Claudia Ulamec
	<b>Crisis and Disaster Management</b>	15121	Crisis and Disaster Management		5	Prof. Dr. Alexander Siedschlag, MA	Prof. Dr. Alexander Siedschlag, MA
<b>Technics and Technology</b>	15115	Technics and Technology Management		5	Dr. Siegmund Priglinger	Dr. Siegmund Priglinger	

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**TUAS ENGLISH: IT-BUSINESS SPECIALISATION**

	Module	Code	Courses	Credits	total	Lecturer	Leader of Module
C o r e	<b>ICT Business Studies</b>	E399132	Software Development Process		5	Laura Heinonen, PhD	Matti Kuikka, MSc
	<b>Information Technology II</b>	E399134	Information Technology II		5		
	<b>Intellectual Property Rights for IT</b>	E399133	IPR for IT		5	Tim Sampson, PhD, BSc	Alberto Gonzalez, MSc
E l e c t i v e s	<b>E-business</b>	E399135	E-Business		5	Dr. Ajit Patanker, PhD	Ajaya Joshi, MSc
	<b>The Giant of Telecommunications</b>	E399136	The Giant of Telecommunications		5		
	<b>High-Tech Marketing</b>	E399128	High-Tech Marketing		5		
	<b>Knowledge Management</b>	E399137	Knowledge Management		5		Nicolas LeGrand, MSc
	<b>Software Development Process</b>	E399138	Global Innovation Development in IT		5		Alberto Gonzalez, MSc,
	<b>Outsourcing IT Services</b>	E399139	Outsourcing IT Services		5		
	<b>International Business Strategies</b>	E399117	International Business Strategies		5		Otieno Mbare, PhD (Econ & BA)
	<b>Project Management</b>	E399140	Project Management		5	Sunil Kanojia, PMP,MBA	Matti Kuikka, MSc



## CURRICULUM Emba - General Management

		TUAS ENGLISH MODULES			WWEDU GERMAN MODULES			
C o m m o n  O b l i g a t o r y	Module	Courses	Credits total	Module	Courses	Credits	total	
		<b>Methodological Studies</b>	Research Methods	5	<b>Methodological Studies</b>	Scientific Working	5	5
	<b>Marketing I</b>	Intro to Marketing Consumer Beh	2,5 2,5	<b>Marketing I</b>	Services Marketing Customer-oriented Beh	2,5 2,5	5	
	<b>Management I</b>	Intro to Business Orgzational Beh Training& Coach	2 2 1	<b>Management I</b>	Intro to Bus. & Org. Beh (no T&C available)	5	5	
	<b>Business Law</b>	Commercial Law Company Law (no Tax available)	2,5 2,5	<b>Business Law</b>	Commercial Law Company Law Tax Law	2 1 2	5	
	<b>IT</b>	IT I IT II	2,5 2,5	<b>IT</b>	IT Basics	5	5	
	<b>Accounting&amp; Controlling</b>	Accounting  Controlling	2,5  2,5	<b>Accounting&amp; Controlling</b>	Intro to Acctg Intro to Bce Sheet Ana- lysis & in-Co Controlling	2,5  2,5	5	
C o r e	<b>Strategic Management</b>		5	<b>Strategic Management</b>			5	
	<b>Intl Marketing</b>		5	<b>Intl Marketing</b>			5	
	<b>SHRM</b>		5	<b>HRM</b>			5	

E l e c t i v e s	<b>E-business</b>		5		Not available		
				5			
	<b>Global Logistics Management</b>		5		<b>Logistics</b>	5	5
				5			
	<b>Project Management</b>		5		<b>Project Management</b>	5	5
				5			
	<b>Marketing II</b>	Integrated Mktg	2		<b>Public Relations</b>	5	5
		Business Mktg	2				
		Psycho of Ad	1	5			
	<b>Communication Studies</b>	Cross-cult Comm.	2,5		<b>Info &amp; Process Mgt</b>	5	5
		Intl. Bus. Neg.	2,5				
				5			
	<b>International Law</b>	Intro to Intl Law	2		<b>International Law</b>	EU & Intl Relations I	2,5
		Intl Trade Law	3			EU & Intl Relations II	2,5
			5			5	
<b>Leadership</b>	Leadership	5		<b>Corporate Governance Management Consulting</b>	5	5	
			5				
<b>Intl Business Strategies</b>		5		Not available			
			5				
<b>Marketing III</b>	Strategic Mktg Mgt	3		<b>Social Management</b>	5	5	
	Social Marketing	2					
			5				
<b>International Political Economy</b>		5		Not available			
			5				
<b>Managing non-profit Org.</b>		5		<b>Non-profit Organisations</b>	5	5	
			5				
<b>Disaster and Relief Mgt</b>		5		<b>Crisis and Disaster Mgt</b>	5	5	
			5				
<b>Innov. &amp; Tech Management</b>	Innovation Systems	2,5		<b>Technics and Technology</b>	5	5	
	Innov. Developm P	2,5					
			5				