

Stand: 25.06.13

MA Program Servicemanagement

Semester	Modules										Total		Exams	
											w-hrs	ECTS		
4. Sem.	Masterthesis										0	30	1	
	30													
3. Sem.	Managing a start-up	Elective Moduels: Professional areas of ...						Project		2	6	18	30	5
		sectoral services	functional services	institutional services	4	6	4							
2. Sem.	Strategic Planning	Informations Management	Service Engineering	Managerial accounting in service institutions	International Service Management	4	6	4	6	4	6	20	30	5
						4	6	4	6	4	6			
1.Sem.	Service Operations and Quality	Service Marketing and Sales	Human Resource management	Customer Account Management	Economical Growth, Change and Competition	4	6	4	6	4	6	20	30	5
						4	6	4	6	4	6			

Legende:

Modulname	
w-hrs	ECTS

w-hrs: weekly hours

Elective Modules
