

PASSAU TO CORVINUS (STUDENTS TO CORVINUS MARKETING IN ENGLISH)

										PASSAU		CORVINUS			
Passau courses		Passau semester	Passau ECTS	Corvinus courses		Corvinus semester	Corv ECTS	Comp/ Elect.	1 WiSe	2 SoSe	Fall 3		Spring 4		
Course code	Compulsory courses (30-35 ECTS)	Passau courses	Course code	Course name							Q5	Q6	Q7	Q8	
39999	Unternehmensführung - Unternehmensverfassung - Corporate Governance	SoSe	5	MARK006NAMB	Marketing management	Fall	6	C	5		(6)				
33160	Organizational Behavior- Unternehmens-führung und Verhalten in Organisationen	SoSe	5	VEZ0021NAMB	Mastering Organizational Behavior and Leadership	Fall	6	C	(5)		6				
31360	Wertorientiertes Controlling	SoSe	5	VTVK051NAMB	Management Control Systems	Fall	6	C		5	(6)				
38561	Managing and Leading Strategic Innovation and Change	SoSe	5	MARK024NAMB	Marketing strategy	Spring	6	C	(5)	5			(6)		
39756	Organization Theory and Sustainable Leadership	SoSe/WiSe	5	VTVK050NAMB	Organization Theories	Fall	6	C	(5)	5	(6)				
37500	IT-Management für Fortgeschrittene	WiSe	5	ADIN030NAMB	Information Systems Driving Digital Transformation	Fall	5	C	5		(6)				
Economics/business compulsory electives (Requirement: 20 ECTS)										15	5	6	0	6	0
39000	Financial Statement Analysis	WiSe	5	293NACCK640M	Financial Statements and Analysis	Fall	6	CE			(6)				
35500/ 39720	Multivariate Verfahren OR Fundamentals of Business Analytics	WiSe SoSe/WiSe	5	293NMATK600M	Quantitative Methods	Spring	6	CE	(5)	(5)				(6)	
30913	Corporate Finance und Kapitalmärkte	SoSe	5	PENZ006NAMB	Advanced Corporate Finance	Spring	6	C	5					(6)	
33820	Produkt-, Marken- und Kommunikationsmanagement	unregelmäß	5	MARK016NAMB	Brand strategies	Fall	6	C		5					
35870	Advanced Microeconomics	WiSe	5	KOZG008NAMB	Managerial Economics	Fall	6	C	5		(6)				
36314	Behavioral Game Theory	WiSe	5	OPDO008NAMB	Decision Making Skills	Fall/Spring	6	C	5		(6)		(6)		
				MARK012NAMB	Integrated Marketing Communications	Spring	6	C					6		
				MARK014NAMB	Marketing Innovations and New Product Development	Fall	6	C			6				
Compulsory elective															
MARK017NAMB	DesignCommunications – DIS:CO: creating connections as designing					Fall					0				
MARK018NAMB	Identity Design and Creative Management					Fall					0				
MARK019NAMB	Intercultural Communication					Fall					0				
MARK020NAMB	Sustainable and Ethical Marketing					Fall					0				
Marketing compulsory courses										5	10	3	12	6	0
34530	Services Marketing	unregelmäß	5	MARK007NAMB	Services Marketing and Customer Experience	Fall	6	C				6			
34730	Konsumentenverhalten	SoSe	5	MARK013NAMB	Consumer Behaviour	Spring	6	C		5				(6)	
3380 B2B	Marketing and Sales Management	unregelmäß	5	MARK015NAMB	Sales Management	Fall	3	C	(5)		3				
35780	Advanced Data Analytics	WiSe	5	MARK028NAMB	Advanced Research Methods for Data-driven Marketing Decisions	Spring	6	C	(5)	5					
34540	Kundenmanagement	WiSe	5	MARK029NAMB	Customer Relationship Management	Spring	6	C	(5)				6		
33901	Masterseminar Marketing	WiSe	7	MARK030NAMB	Data Driven Marketing Business Project	Spring	5	C	5						
33860	Marketing Research	SoSe	5	MARK011NAMB	Applied Market Research Methods	Fall	6	C		(5)		6			
Electives*										0	0			6	0
	Any courses offered by Passau University				Any courses offered by Corvinus			E							
	Any courses offered by Passau University				Any courses offered by Corvinus			E							
	Any courses offered by Passau University				Any courses offered by Corvinus			E							
Master thesis (15 ECTS)															15
	Masterarbeit				Thesis Preparation (Passau)	Spring	15	C						15	
TOTAL							120			30	30	15	12	18	15

Notes:
 Passau and Corvinus courses in the same row are considered equivalent. The student is free to choose whether to complete a course in Passau (1st year) or at Corvinus (2nd year).
 Credit numbers without brackets indicate the default curriculum schedule. Credit numbers in brackets indicate alternative semesters for the completion of the subject.
 A total of 120 ECTS are required. Of these, at least 45 ECTS must be completed at Corvinus.
 The ECTS value of the course is the credit assigned by the university where the student has completed the subject, except for the "Masterarbeit" (to be completed in Passau), which is valued at 15 ECTS.
 * Calculation of elective credit requirements = 120 ECTS – ECTS of compulsory courses – ECTS of all compulsory electives – 15 ECTS of master thesis. A minimum of 6 ECTS electives is offered by Corvinus.
 Credits from the above courses (C, CE) that exceed the minimum ECTS requirement are counted as elective. An elective Physical education course is available at Corvinus.
 Corvinus courses are taught in quarters (7-week periods).
 Passau 5-, and 7-credit courses are accounted as 6-credit courses in Corvinus.