

Master in Management 2nd year

Brand Management

Courses code	Core Courses	Teaching Language	ECTS
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_FINFINM1G0277	Finance for Managers	English	3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_SPPPRMM1G0007	Project Management		3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_RHMMANM1G0001	Management and Leadership		3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_STRSTRM1G0088	Strategic Management and Entrepreneurship		3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_MKGMKGM1G0291	Marketing 360		3
MSC_BS_2324_LR_CL_ET_S1_S2_A_SPPMEMM2G0001	Thesis (for double degree only)		15
MSC_BS_2324_LR_CL_FDMX_ET	Managerial Internship (for double degree only)		12
Specialization courses			
MSC_BS_2324_LR_CL_ET_BM_S1_A_MKGMKGM2S0384	Committed Brand Management & CSR	English	3
MSC_BS_2324_LR_CL_ET_BM_GLM_S1_A_MKGMKGM2S0378	Brand Management		3
MSC_BS_2324_LR_CL_ET_BM_GLM_S1_A_MKGMKGM2S0271	Innovation Marketing		3
MSC_BS_2324_LR_CL_ET_BM_GLM_S1_A_MKGBSM2S0002	Digital Marketing		3
MSC_BS_2324_LR_CL_ET_BM_S1_A_MKGMKGM2S0381	Neuromarketing		3
MSC_BS_2324_LR_CL_ET_BM_S1_A_MKGMKGM2S0382	Mass customization		3
Total POSSIBLE ECTS			60

Brand Management *option Global Luxury Management*

Courses code	Core Courses	Teaching Language	ECTS
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_FINFINM1G0277	Finance for Managers	English	3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_SPPPRMM1G0007	Project Management		3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_RHMMANM1G0001	Management and Leadership		3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_STRSTRM1G0088	Strategic Management and Entrepreneurship		3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_MKGMKGM1G0291	Marketing 360		3
MSC_BS_2324_LR_CL_ET_S1_S2_A_SPPMEMM2G0001	Thesis (for double degree only)		15
MSC_BS_2324_LR_CL_FDMX_ET	Managerial Internship (for double degree only)		12
Specialization courses			
MSC_BS_2324_LR_CL_ET_BM_GLM_S1_A_MKGMKGM2S0378	Brand Management	English	3
MSC_BS_2324_LR_CL_ET_BM_GLM_S1_A_MKGMKGM2S0271	Innovation Marketing		3
MSC_BS_2324_LR_CL_ET_BM_GLM_S1_A_MKGMKGM2S0375	Digital Marketing		3
MSC_BS_2324_LR_CL_ET_GLM_S1_A_MKGMKGM2S0386	Strategic Luxury Brand Management & Marketing		3
MSC_BS_2324_LR_CL_ET_GLM_S2_A_MKGMKGM2S0387	Digital Communication for Luxury		3
MSC_BS_2324_LR_CL_ET_GLM_S2_A_MKGMKGM2S0392	Innovation, Ethics and Sustainability in the Luxury and Fashion Industry		3
Total POSSIBLE ECTS			60

International Business Management

Courses code	Core Courses	Teaching Language	ECTS
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_FINFINM1G0277	Finance for Managers	English	3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_SPPPRMM1G0007	Project Management		3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_RHMMANM1G0001	Management and leadership		3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_STRSTRM1G0088	Strategic management and entrepreneurship		3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_MKGMKGM1G0291	Marketing 360		3
MSC_BS_2324_LR_CL_ET_S1_S2_A_SPPMEMM2G0001	Thesis (for double degree only)		15
MSC_BS_2324_LR_CL_FDMX_ET	Managerial Internship (for double degree only)		12
Specialization courses			
MSC_BS_2324_LR_CL_ET_IBM_S1_A_FINTAXM2S0009	Duties and Fiscal Issues	English	3
MSC_BS_2324_LR_CL_ET_IBM_S1_A_MKGMKGM2S0449	International Marketing Strategy		3
MSC_BS_2324_LR_CL_ET_IBM_S1_A_MKGMKGM2S0450	International Sales Contracts		3
MSC_BS_2324_LR_CL_ET_IBM_S1_A_FINCPTM2S0037	Interntaional Accounting and Financing		3
MSC_BS_2324_LR_CL_ET_IBM_S1_A_SPPLOGM2S0054	International Transport, Logistics Duties		3
MSC_BS_2324_LR_CL_ET_IBM_S1_A_STRSTRM2S0302	Internationalisation Strategy & Geopolitical Risk Management		3
Total POSSIBLE ECTS			60

International Corporate Finance

Courses code	Core Courses	Teaching Language	ECTS
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_FINFINM1G0277	Finance for Managers	English	3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_SPPPRMM1G0007	Project Management		3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_RHMMANM1G0001	Management and leadership		3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_STRSTRM1G0088	Strategic management and entrepreneurship		3
MSC_BS_2324_LR_CL_ET_FDMX_S1_A_MKGMKGM1G0291	Marketing 360		3
MSC_BS_2324_LR_CL_ET_S1_S2_A_SPPMEMM2G0001	Thesis (for double degree only)		15
MSC_BS_2324_LR_CL_FDMX_ET	Managerial Internship (for double degree only)		12
Specialization courses			
MSC_BS_2324_LR_CL_ET_ICF_S1_A_FINFINM2S0067	Corporate Governance and Ethics	English	3
MSC_BS_2324_LR_CL_ET_ICF_S1_A_FINFINM2S0037	Corporate Valuation		3
MSC_BS_2324_LR_CL_ET_ICF_S1_A_FINFINM2S0070	Financial Reporting and Analysis		3
MSC_BS_2324_LR_CL_ET_ICF_S1_A_FINFINM2S0106	Financial Strategy and Corporate Finance		3
MSC_BS_2324_LR_CL_ET_ICF_S1_A_FINFINM2S0069	Global Economic System and Regulations		3
MSC_BS_2324_LR_CL_ET_ICF_S1_A_FINTIMM2S0015	Equity analysis and portfolio management		3
Total POSSIBLE ECTS			60

Remarks: One specialization to choose from.

No possibility to mix courses from different specializations.

Courses may be subject to modifications