PART-TIME BLENDED MBA CURRICULUM AND TIMELINE

Courses:
- Introduction to general management
- Ethics and responsibility
- Economics for digital business
- Data analytics for managers
- Data and Decisions
- People, teams and organizations
- Operations management
- Marketing and sales in a digital world
- Accounting

Specifically designed courses on customer centricity, entrepreneurial strategy and innovation, digital business, ambidexterity and agility
- Strategic entrepreneurship
- Customer analytics in the digital age
- Financial management
- Entrepreneurship (New Business Creation)
- Agile leadership
- The human factor of innovation
- Matchmakers in the digital economy
- Data-driven technological innovation
- Customer centricity

International Options
- Global network week – Global Network for Advanced Management
- GBSN Global Trek – Global Business School Network

Final report based on project focusing on business innovation, transformation and new business creation
- Includes project presentation and individual analytic paper

Blended courses combine online learning with face-to-face learning in an ideal 80/20 split. The best both worlds – innovative learning with network building.

Month with weekend residence
Weekend Residential Modules take place in Berlin or Munich from Thursday evening – Saturday evening.

Curriculum is subject to change. For up-to-date information, visit our website degrees.esmt.berlin/part-time-mba