

**PASSAU TO CORVINUS (STUDENTS TO CORVINUS MARKETING IN ENGLISH) May 2023**

|   |   |                   |             |                  |   |                   |            |             |        | 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        |           |  |  |
|   |   |                   |             |                  |   |                   |            |             | 10     | 15        | 6         | 0         | 0         | 0         |           |  |  |
| 38569   | 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)       |           |           |           |           |  |  |
| 33167   | 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)       |           |           |           |           |  |  |
| <b>Economics/business compulsory electives (Requirement: 20 ECTS)</b> |   |                   |             |                  |   |                   |            |             |        |           |           |           |           |           |           |  |  |
| 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<br>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         |           |           |           |           |  |  |
| <b>Compulsory elective</b>  |   |                   |             |                  |   |                   |            |             |        |           |           |           |           |           |           |  |  |
| 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         |           |           |           |           |  |  |
| <b>Marketing compulsory courses</b>                                   |   |                   |             |                  |   |                   |            |             |        |           |           |           |           |           |           |  |  |
| 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         |           |           |           |  |  |
| <b>Electives*</b>   |   |                   |             |                  |   |                   |            |             |        |           |           |           |           |           |           |  |  |
|   | 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           |        |           |           |           |           |           |           |  |  |
| <b>Master thesis (15 ECTS)</b>  |   |                   |             |                  |   |                   |            |             |        |           |           |           |           |           |           |  |  |
|   | Masterarbeit  |                   |             |                  | Thesis Preparation (Passau)                                   | Spring            | 15         | C           |        |           |           |           |           | 15        |           |  |  |
| <b>TOTAL</b>  |   |                   |             |                  |   |                   | <b>120</b> |             |        | <b>30</b> | <b>30</b> | <b>15</b> | <b>12</b> | <b>18</b> | <b>15</b> |  |  |

**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.

31

32

36

6

15

120