

# ANNEX No I: MDDP TUB / SGH

Plan of studies for major: "Management" at SGH  
and  
"Innovation Management, Entrepreneurship and Sustainability" at TUB

Calendar for TUB and SGH students

*1<sup>st</sup> year*  
*(at TUB) (60 ECTS)*

<b>Mandatory courses (30 ECTS)</b>	
Business Plan Seminar – Venture Campus Group Project	12 ECTS
Strategic Management	6 ECTS
Entrepreneurship Research	6 ECTS
Innovation Economics	6 ECTS
<b>Elective courses (30 ECT)</b>	
Students have to choose courses worth 30 ECTS out of a list of elective courses which is published each semester at the TU Berlin. They furthermore have to follow the requirements outlined in the study regulations of MSc Innovation Management, Entrepreneurship and Sustainability	30 ECTS
Total for the 1 <sup>st</sup> year	60 ECTS

*2<sup>nd</sup> year*  
*(at SGH) 60 ECTS*

<b>Mandatory courses (30 ECTS)</b>		
210111	Business Law	4.5 ECTS
221471	Operations Management	3 ECTS
220821	Value Based Management	3 ECTS
234081	Innovation Management in an Enterprise	3 ECTS
220281	International Marketing	4.5 ECTS
220771	Logistics Management	3 ECTS
243571	Climate Change Policy and Model UNFCCC (CEMS)	6 ECTS
237021	Technology Entrepreneurship	3 ECTS
<b>Elective courses (min. 10 ECTS)</b>		
235101	Brand Management on International Market	4.5 ECTS
210101	History of Economic Thought	4.5 ECTS
233291	Innovation in Regional and Local Economy	3 ECTS
238271	Intellectual Property Valuation	3 ECTS
121401	Management in International Business	3 ECTS
234791	Managing Research and Development (R&D) in Transnational Corporations	3 ECTS
231431	Marketing Strategies	3 ECTS
232461	National Innovation Systems in the World Economy	3 ECTS
234301	Negotiations	3 ECTS
223371	New Technologies in Marketing	3 ECTS
<b>CEMS MIM COURSES</b>		
238161-0456	Developing a Winning Sales and Marketing Strategy with L'Oréal <sup>1</sup>	7 ECTS
236001-0456	Brand Management in a Multinational Company with Procter & Gamble <sup>2</sup>	7 ECTS
236011-0485	Business-Government Relations in the European Context II	6 ECTS
236021-0004	Corporate Governance – case studies	5 ECTS
236071-0544	European Strategies and International Business	5 ECTS
238141-0061	Finance for Executives	7.5 ECTS
239481-0637	Global Startup Ecosystem	6 ECTS
238171-0498	Global Supply Chain Management	6 ECTS
237521-0692	Knowledge Management in Practice with Deloitte	6 ECTS
238201-0655	Managing People, Systems and Self	7.5 ECTS
236121-0215	Media Economics	6 ECTS
237481-0622	Microeconomics of Competitiveness (licensed by Harvard Business School)	6 ECTS
236151-0373	Organisational Behaviour – Management Skills	6 ECTS
236161-0207	Strategic Analysis of European Markets	6 ECTS
236171-0456	Strategy Development in Practice with McKinsey & Co. <sup>3</sup>	7 ECTS
236181-0578	Transition in Central and Eastern Europe	6 ECTS
Master thesis: 20ECTS (SGH)		

**Total for 2 years: min. 120 ECTS**

<sup>1</sup> Course requires pre-selection of candidates (more information [www.sgh.waw.pl/cems](http://www.sgh.waw.pl/cems))

<sup>2</sup> Course requires pre-selection of candidates (more information [www.sgh.waw.pl/cems](http://www.sgh.waw.pl/cems))

<sup>3</sup> Course requires pre-selection of candidates (more information [www.sgh.waw.pl/cems](http://www.sgh.waw.pl/cems))