

Modules

Fifteen modules and a Master's thesis are the key to success

BUSINESS BOOT CAMP: GETTING DOWN TO BUSINESS

The Master's program starts with Business Boot Camp, which brings students from different backgrounds to a common level of knowledge and understanding. This module refreshes students' general management knowledge and introduces students to change and innovation management. This using the format of problem-based learning and design thinking methodology.

GLOBAL GROWTH AND INNOVATION

Students explore the internationalization strategies and processes of companies from various industries. The module refers to the newest developments in the area of international business such as business ecosystems, contextual intelligence, digital transformation, and disruptive innovations.

STRATEGIC MANAGEMENT

This module covers advanced strategic management in international context. Students will analyze, design, and evaluate business environment, purpose, strategies, and their implementation with the aim to drive change and renewal.

RESEARCH METHODOLOGY & SKILLS

Based on a basic understanding of research philosophies and methodologies as well as solid skills in statistics, students get to know, understand, and apply more systematic quantitative and qualitative research methodologies based on real-life management and research problems.

RESEARCH PROJECT

In groups, students identify research gaps in predefined literature and fill these gaps, usually by conducting, presenting, and defending appropriate empirical research studies.

BUSINESS RESEARCH AND CONSULTING

Students gain a deeper understanding of applied and discipline-based research related to problem-solving in business. In addition, students acquire and practice the skills necessary to convince an audience of the suitability of the solutions developed.

FINANCIAL MANAGEMENT

Students gain a deeper understanding of the concepts of finance management from a general management perspective and apply these in an international context. Topics include financial planning, analysis, and valuation with a focus on linking these activities to corporate management decision-making.

RISK MANAGEMENT

Based on a basic understanding of financial management and international relations and politics as well as cultures and civilizations, students study, understand, and apply the topic of risk management, including financial risk management, in an international context. They solve existing case studies and develop new case studies based on specific questions.

Double Degree

After completing this program at the SML, students have the option of obtaining a double degree by continuing their studies at a selected partner university.

BUSINESS PROJECT 1 & 2

In groups, students conduct an in-depth analysis of a real-life international business problem and propose an appropriate solution (in the form of a paper) and an implementation plan based on their knowledge and ability to apply relevant know-how, frameworks, and methods. The solution is presented to the management of the companies.

GLOBAL BUSINESS ENVIRONMENT

Students acquire theoretical and practical knowledge of the global business environment. They develop an in-depth understanding and appreciation of various economic, political, legal, and social systems in the modern business world.

RESEARCH DESIGN

Students learn to draft a suitable strategy to answer their research questions. They deepen their knowledge about qualitative and quantitative research designs/methodologies and study related methods for data collection and analysis.

INTERCULTURAL MANAGEMENT & LEADERSHIP

This module supports students in navigating culturally diverse global environments, emphasizing effective leadership and management practices across cultures. It equips students with cross-cultural communication skills, intercultural competence, and the ability to lead themselves and others as well as

collaborate effectively in multicultural settings. By integrating students' own cross-cultural collaborative experiences and learnings this module supports students' problem-solving capacity, it facilitates the nurturing of their soft skills thereby contributing to their personal development and growth.

CAPSTONE: CREATING SUSTAINABLE IMPACT

This module offers a space for reflection and a platform for consolidation of key skills learnt over the program. It will draw upon experimental and agile settings to challenge and test the learnings from previous modules.

FRONTIERS OF TECHNOLOGY ELECTIVE

AI, machine learning, quantum computing – innovative technologies will certainly keep coming along in the future, and every business will need to know how to handle them. Thus, in this module, students will learn how to use different techniques to evaluate the opportunities and challenges of The Next Big Thing.

LUXURY AND CREATIVE INDUSTRIES ELECTIVE

Students understand the status quo and the key drivers of change in the international luxury business and gain industry- and segment-specific marketing and strategy knowledge. They are able to put their knowledge of theories and models into practice.

