

Course	ECTS Credits ¹	Equivalent teaching hours ²	Total study hours ³
2.8 Global Corporate Strategy Strategy Formation Strategy Implementation Measurement & Strategic Performance Mgt.	4	32	96
2.9 Thesis Writing Workshop	1	8	24
Total Core	33	264	792
3. Focus Segment			
3.1 E-commerce	3	24	72
3.2 Investment and Portfolio Management	3	24	72
3.3 Project Management	3	24	72
3.4 Legal Environment of Business	3	24	72
Total Focus	12	96	288
4. Master Thesis	20	160	480
Total EMBA Program	80	640	1920

¹ ECTS stands for European Credit Transfer System

² One credit corresponds with 8 teaching hours

³ Total study hours including teaching hours, examination and assignment, and self study hours

Appendix 1

Curriculum Structure

Executive MBA Program (PMU, Intake 1)

Course	ECTS Credits ¹	Equivalent teaching hours ²	Total study hours ³
1. Foundation Segment			
1.1 Quantitative Methods	3	24	72
1.2 Financial Management	3	24	72
1.3 Managerial Economics	3	24	72
1.4 Accounting for Managers I (Financial Accounting)	3	24	72
1.5 Accounting for Managers II (Management Acct)	3	24	72
Total Foundation	15	120	360
2. Core Segment			
2.1 Business in the Global Arena Globalization Trade & Investment Global Macro-economics	4	32	96
2.2 Finance in International Markets Capital Markets & Institutions International Finance Corporate Governance	4	32	96
2.3 Managing Cultural Diversity Team Dynamics Human Resources Management Cross-cultural Management	4	32	96
2.4 Marketing in a Global Context Global Marketing Management Int'l Customer, Market & Industry Analysis	4	32	96
2.5 Global Supply Chain Management Operations Mgt and Management Sciences IT & Global Value Chain Management Supply Chain Management	4	32	96
2.6 Leadership, Change and Responsibility Corporate Restructuring & Change Management Corporate Social Responsibility and Ethics Managing and Structuring Organizations	4	32	96
2.7 Innovation & New Business Ventures Intrapreneurship Entrepreneurship Innovation Management	4	32	96