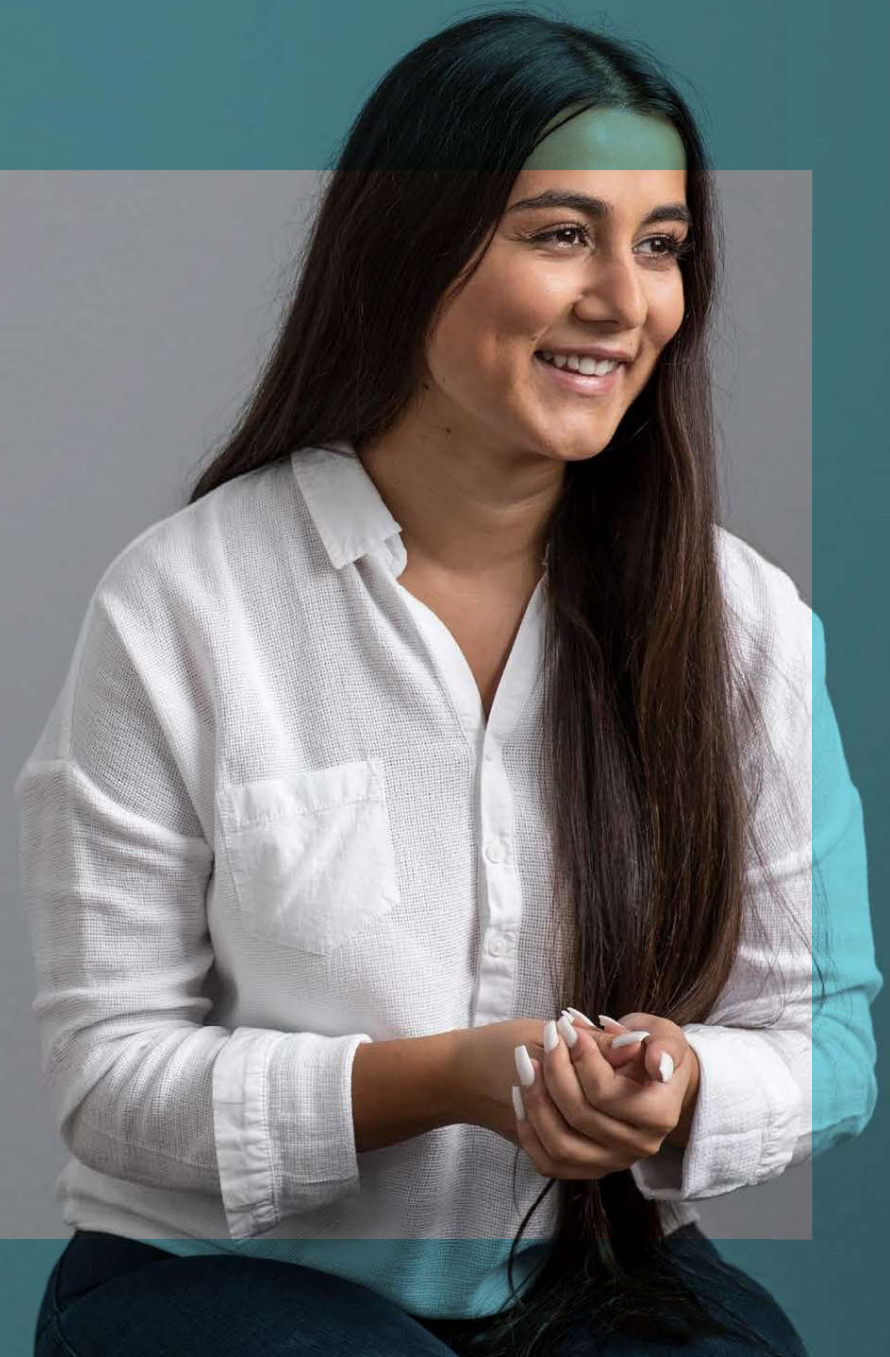


# STRATEGIC MANAGEMENT & CONSULTING

Master of Science



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## STUDY CONTENT

Consultants need a broad understanding of business administration in order to develop effective solutions for entrepreneurial challenges. They achieve their project goals by examining the individual starting position, identifying new opportunities early on and realising them within the company in a resource-saving manner.

The master's degree in "Strategic Management & Consulting" prepares you specifically for positions in management or in consulting companies. You will acquire a holistic understanding of business models and deal in particular with aspects of digitisation and sustainability. In addition, you will learn and train the use of modern consulting tool kits.

Over the course of four semesters, we develop your specialist and methodological skills, enabling you to make well-founded analyses and decisions and thus laying the foundation for successful corporate management. In addition, you will gain know-how on business start-ups and develop your own start-up idea as a basis for management consulting.

Graduates of this study programme work, among others, in the following sectors or departments:

- Management consultancy
- In-house consulting
- Corporate development
- Project management
- Assistant to senior management
- Executive management/ Management

## AT A GLANCE

### START OF STUDIES

Fall (August)

### LECTURE LANGUAGE

English

### DURATION

4 semesters incl. master's thesis

### STUDY LOCATION

Cologne & Mainz

### STUDY FORM

Full-time (120 ECTS)

### INTERNSHIP

Minimum 8 weeks (obligatory)

### SEMESTER ABROAD

In the 4th semester (optional)

### BUSINESS PROJECT

In the 2nd semester

### FOREIGN LANGUAGE COURSES

From 1st – 3rd semester

### SOFT SKILLS

From 1st – 3rd semester

# STRATEGIC MANAGEMENT & CONSULTING

## Study plan

### 1. SEMESTER

Business Economics	Module 1	3 ECTS
Empirical Research Methods	Module 1	3 ECTS
Strategic Analysis & Management	Module 2	3 ECTS
Innovation Management & Digital Transformation	Module 2	3 ECTS
Corporate Social Responsibility	Module 3	3 ECTS
Corporate Governance	Module 3	3 ECTS
Consulting Techniques	Module 4	3 ECTS
Evidence based Problem Solving – Case Lab	Module 4	3 ECTS
Advanced Intercultural Team Leadership	Module 12	2 ECTS
Assessment Center Bootcamp	Module 15	2 ECTS
Language & Communication Skills I <sup>1</sup>	Module 18	2 ECTS

### 2. SEMESTER

International Economics	Module 5	3 ECTS
Applied Management Accounting	Module 5	3 ECTS
Strategic Renewal & Digital Business Models	Module 6	3 ECTS
Applied Mergers & Acquisitions & Restructuring	Module 6	3 ECTS
Data Science	Module 7	3 ECTS
Business Intelligence	Module 7	3 ECTS
Business Project	Module 8	6 ECTS
Project & Change Management	Module 13	2 ECTS
Event Management Seminar (Ted Talk Seminar)	Module 16	2 ECTS
Language & Communication Skills II <sup>1</sup>	Module 19	2 ECTS

### 3. SEMESTER

Value Based Management	Module 9	3 ECTS
Sustainable Supply Chain Management	Module 9	3 ECTS
Industry 4.0 & Engineering	Module 10	3 ECTS
Environmental Impact Management	Module 10	3 ECTS
Business Simulation Game	Module 11	3 ECTS
Strategic Investment Decision & Risk Management	Module 11	3 ECTS
Skills Elective <sup>2</sup>	Module 14	2 ECTS
Business Plan Writing & Pitching	Module 17	2 ECTS
Language & Communication Skills III <sup>1</sup>	Module 20	2 ECTS
Master Thesis Tutorial	Module 22	2 ECTS
Internship <sup>3</sup> (at least 8 weeks)		10 ECTS

### 4. SEMESTER

Master Thesis	24 ECTS
Internship <sup>3</sup> (at least 8 weeks)	10 ECTS

General economic science teaching content

Programme-specific teaching content

Interdisciplinary competences

Each course usually comprises two hours per week during the semester.

<sup>1</sup> For non-native German speakers a choice between English taught Advanced Critical Thinking & Writing Skills course and German is offered.

<sup>2</sup> In courses such as “Advanced Intercultural Team Leadership” or “International Project Management” your social and leadership skills are trained. In addition to various compulsory courses, there are optional subjects where you can choose which of your competences should be particularly strengthened.

<sup>4</sup> During the semester break you will complete an internship of at least eight weeks at home or abroad.