



# The School of Business & Economics

Future from the very beginning

**M.Sc. in Management & Marketing (M&M)**

# School of Business & Economics



- **Students:**  
approx. 2,300 (20% international),  
1,400 in Business Programs
- **Professors:**  
24 Professors  
17 Assistant Professors  
103 Research Assistants

Business Administration	Economics
<ul style="list-style-type: none"> <li>• Finance, Accounting, Taxation (FACTS)</li> <li>• Management</li> <li>• Marketing</li> <li>• Information Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Public Finance and Social Policy</li> <li>• Statistics and Econometrics</li> <li>• Economic Policy and History</li> <li>• Economic Theory</li> <li>• Endowed Professorship from Deutsche Bundesbank</li> </ul>

# Study Programs



# M.Sc. in Management & Marketing

## Objectives

- **Acquisition of conceptual skills** (theories, complex case studies, structuring of new problems, academic debates, master's thesis)
- **Technical management skills** (scientifically sound knowledge, decision-making heuristics, know-how in problem-solving)
- **Social skills** (teamwork, group discussions, role-play, team projects)
- **intercultural competence** through student exchange



**Our highest priorities are to provide our graduates with deep theoretical knowledge and operational skills as well as the ability of critical reflection.**

# M.Sc. in Management & Marketing

- Cohort size: 40 students, starts every Fall semester
- Duration: 4 semester, 3rd semester abroad

## Compulsory Courses

1. Compulsory courses (66 ECTS):
  - Empirical Research Methods
  - Consumer Behavior and Marketing Communication
  - Business-to-Business Marketing
  - Leadership and Innovation
  - Human Resources Management
  - Strategic Management
  - Management of Interorganizational Relationships
  - Multivariate Methods of Analysis and Qualitative Research Methods I & II
  - Management Case Study Seminar
  - Marketing Case Study Seminar

## Elective Courses

2. Elective Courses (30 ECTS):  
in the areas of Management and Marketing

# M.Sc. in Management & Marketing - Curriculum

Sem.	Master of Science in Management & Marketing				
4 (SS)	Master thesis				Multivariate Methods of Analysis and Qualitative Research Methods II
3 (FS)	Management case study seminar	Marketing case study seminar	Management theory	Marketing theory	Language classes
2 (SS)	Business-to-Business Marketing	Managing inter-organizational Relations	Multivariate Methods of Analysis and Qualitative Research Methods I	Marketing seminar	Management seminar
1 (FS)	Empirical research methods	Consumer behavior and Marketing communication	Leadership and innovation	Theory and practice of strategic management	Human resources management

**Courses in English**

- 3rd. semester courses are taught in **English**
- Each course is worth 6 ECTS Credits

# M. Sc. in Management & Marketing - Student Exchange

## FU Berlin

Department of Business & Economics

1<sup>st</sup> Semester (Fall)

2<sup>nd</sup> Semester (Summer)

3<sup>rd</sup> Semester (Fall)

4<sup>th</sup> Semester (Summer)

3rd semester courses are taught in English, equivalent to 30 ECTS:

- Management Case Studies
- Marketing Case Studies
- Management Theory
- Marketing Theory
- Language Classes

Exchange Semester at **Partner Institution**

3<sup>rd</sup> Semester (Fall)

Master level classes worth 30 ECTS with matching contents



## M.Sc. in Management & Marketing – Partner Institutions



- Guanghua School of Management, Peking University
- Royal Melbourne Institute of Technology, Australia
- Copenhagen Business School, Denmark
- Stockholm University, Sweden
- Hanken School of Economics, Finland
- Cranfield University, U.K.
- HEC Paris, France
- Tilburg University, Netherlands
- Università Commerciale Luigi Bocconi, Italy
- Università degli Studi di Bergamo, Italy
- Koç University, Turkey
- University St. Gallen, Switzerland
- Renmin University of China in Beijing, China
- Shanghai Jiao Tong University, China
- Nanjing University, China
- HSBC School of Business, Peking University, China
- FGV EAESP, Sao Paulo, Brazil



# M.Sc. in FACTS - Organizational Details



- **Academic calendar:**

- Fall term 2017-18**

- Orientation week: first week of October

- Lectures: Oct. 16<sup>th</sup> 17 - Jan. 22<sup>nd</sup> 18

- Exam period: until Jan 22<sup>nd</sup> 18

- ECTS credits:**

- FU: 1 ECTS = 30 working hours

- (incl. class contacts, preparations, homework, exam preparation etc.)

# Contact



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