#### Sandra Hallscheidt

School of Business & Economics International Office





## 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

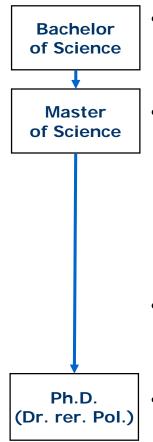
### Professors

24 Professors17 Assistant Professors103 Research Assistants

Business Administration	Economics
<ul> <li>Finance, Accounting, Taxation (FACTS)</li> <li>Management</li> <li>Marketing</li> <li>Information Systems</li> </ul>	<ul> <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



### • Bachelor of Science Programs

- in Business Studies
- in Economics

### Master of Science Programs

- in Economics
- in Public Economics
- in Statistics (cooperation with HU and Charité)
- in Management and Marketing
- in Finance, Accounting, Taxation and Supplements (FACTS)
- in Information Systems

### Executive Programs

- Executive Master of Business Marketing (MBM)
- China-Europe Executive Master of Business Marketing (EMBM)

### Doctoral Programs

- DPBR: Doctoral Program in Business Research: structured and systematic research training for PH.D. students
- **BDPEMS**: Berlin Doctoral Program in Economics and Management Science, funded by the Einstein Foundation Berlin, 20 researchers
- **Individual doctorate** (apprenticeship model) independent research under the supervision of a "Doktorvater/-mutter"



# 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 (30 ECTS): in the areas of Management and Marketing

# **Elective Courses**



# M.Sc. in Management & Marketing - Curriculum

Courses in English	Sem.	Master of Science in Management & Marketing						
	4 (SS)		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 communikation	Leadership and innovation	Theory and practice of strategic management	Human resources management		

- 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

1st Semester (Fall)

2nd Semester (Summer)

3rd Semester (Fall)

4th 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



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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