



Pan-European Executive Master of Business Administration (MBA)

Master of Business Administration (MBA) Marketing Track

Contacts

- Thierry Burger-Helmchen : burger@unistra.fr
- Moise Sidiropoulos : sidiro@unistra.fr

Langue du parcours	Anglais		
ECTS	ECTS		
Volume horaire			
TP : 0h	TD : 0h	CI : 0h	CM : 360h
Formation initiale	Oui		
Formation continue	Non		
Apprentissage	Non		
Contrat de professionnalisation	Non		

MBA 1

	ECTS	CM	CI	TD	TP	TE	Stage
Business Economics		24 h					
Developing Market Presence		24 h					
Financial Reporting & Management Accounting		24 h					
Information and Big Data Management		24 h					
Operations and Supply Chain Management		24 h					
Strategy Formulation and Business Decision Making		24 h					
Understanding Organization Behaviour		24 h					

MBA 2 Marketing Track

	ECTS	CM	CI	TD	TP	TE	Stage
Corporate Financial Management		24 h					
Leading & Managing People		24 h					
Research Methods		24 h					
Open Collaboration Tools for European Business and Sustainable Society		24 h					
New Product and Service Development		24 h					
Strategic Brand Management		24 h					
MBA Thesis in Marketing							