

Pre-master Strategic Business Management and Marketing (SBM)

The SBM Programme: modular structure 75 ECT – 2 parts of study

PART 1:	THEORETICAL PART	42 ECTS
SBM 1:	RESEARCH METHODS > SBM 1a: Qualitative research methods (3 ects) > SBM 1b: Quantitative research methods (4 ects) > SBM 1c: Applied Statistics & SPSS (5 ects)	12 ECTS
SBM 2:	INTRODUCTION INTO SOCIAL SCIENCES > SBM 2a: Sociological approach consumer behavior	3 ECTS
SBM 3:	BUSINESS ADMINISTRATION > SBM 3a: Strategic management (4 ects) > SBM 3b: Financial Management (4 ects) > SBM 3c: Human Resource Management (4 ects)	12 ECTS
SBM 4:	STRATEGIC MARKETING > SBM4a: Global strategic marketing (3 ects) > SBM4b: Marketing communication (3 ects) > SBM4c: Customer Relationship Management (3 ects)	9 ECTS
SBM 5:	RESEARCH PRACTICA TRAINING > SBM5a: Practica I: Topic proposal (2 ects) > SBM5b: Practica II: Topic Appraisal (2 ects) > SBM5c: Practica III: Research Proposal (1 ects) > SBM5d: Practica IV: Academic skills (1 ects)	6 ECTS
PART 2:	DISSERTATION RESEARCH PROJECT	33 ECTS

Year Planning SBM Courses & Dissertation Writing

Term 1 > 7 weeks lectures and SBM 5a: Topic Proposal

Week 36 – 42

SBM 1a: Qualitative Research Methods	3 ECTS
SBM 3a: Strategic management	4 ECTS
SBM 3c: Financial Management	4 ECTS
SBM 4a: Global strategic marketing	3 ECTS
SBM 4c: Customer Relationship Management	3 ECTS
SBM 5a: Research Project Practica I	1 ECTS
SBM 5d: Training Academic reading Skills	(0 ECTS)

Exams Term 1

Term 2 > 7 weeks lectures and SBM 5b: Topic Appraisal

Week 46 – 51

SBM 1b: Quantitative Research Methods	4 ECTS
SBM 2: Sociological approach of consumer behaviour	3 ECTS
SBM 4b: Marketing Communication	3 ECTS
SBM 3c: Human resource management	4 ECTS
SBM 5b: Research project practica II	2 ECTS
SBM 5d: Training Academic writing Skills	1 ECTS

Exams Term 2 + Re-exams

Term 3 > 7 weeks lectures and SBM 5c: Research Proposal

Week 4 - 11

SBM 1c: Applied Statistics	5 ECTS
SBM 5c: Research project practica III	2 ECTS
SBM 5d: Training Academic Skills and coaching	(0 ECTS)

Exam Term 3

Term 4 > Fieldwork data collecting and analysis, methodological reflections Final dissertation writing

Week 12 – 23

Thesis writing: dissertation research report and oral defense	33 ECTS
---	---------