

# Curriculum

## SPECIALISATIONS: TREASURY & INVESTMENT

1st Semester	ECTS	30
Applied Economics 1	3	
Consultancy Skills	4	
+ chosen specialisation	23	

2nd semester	ECTS	30
Applied Economics 2	3	
Business Consultancy 1 (Simulation)	4	
Master's Thesis Seminar 1	2	
+ chosen specialisation	21	

3rd semester	ECTS	30
Strategy & Competitiveness (Harvard MOC)	2	
Master's Thesis Research Proposal	7	
+ chosen specialisation	21	

4th semester	ECTS	30
Business Consultancy 2 (Capstone)	4	
Business Ethics & Compliance	2	
Strategic Management & Business Policy	3	
Study Trip	2	
Master's Thesis Seminar 2	2	
Master's Thesis	13	
+ chosen specialisation	4	

1st semester	ECTS	23
Equity Analysis	4	
Cash and Liquidity Management	6	
Money and Foreign Exchange Markets	4	
Advanced Data Analysis and Spreadsheet Modelling	3	
Quantitative Methods	6	

2nd semester	ECTS	21
International Financial Reporting Standards	3	
Fixed Income Analysis	4	
Financial Derivatives	4	
Advanced Corporate Finance	4	
Financial Econometrics	6	

3rd semester	ECTS	21
Risk Management	6	
Special Accounting and Tax Issues for Treasury	3	
Financial Planning and Modelling	3	
Regulation of Financial Markets and Institutions	5	
Investment and Portfolio Management	4	

4th semester	ECTS	4
Alternative Investments	4	

## MARKETING ANALYTICS

1st semester	ECTS	23
Quantitative Marketing Research	5	
Quantitative Analysis 1	5	
Business Analysis	4	
International Marketing Management	4	
Media Planning & Communication	5	

2nd semester	ECTS	21
Qualitative Marketing Research	5	
Quantitative Analysis 2	5	
Special Topics in Marketing Analytics 1	7	
Advanced Marketing Metrics	4	

3rd semester	ECTS	21
Special Topics in Marketing Analytics 2	7	
Consumer Insights	5	
Pricing Analytics & Strategies	3	
Marketing Channels & Logistics	3	
Relationship Marketing	3	

4th semester	ECTS	4
Marketing Decision Analysis	4	