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STUDY REGULATIONS

Master's program in General Management

From 29.04.2026

This document is an unofficial reading version. Only the German version of the examination regulations is legally valid.

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Pursuant to Section 8 Paragraph 5 in conjunction with Section 32 of the Baden-Württemberg Higher Education Act (Landeshochschulgesetz - LHG) of January 1, 2005 (GBl. p. 1), last amended by Article 5 of the Act of December 11, 2025 (GBl. 2025 No. 139), the Senate of the Stuttgart University of Applied Sciences adopted the following study regulations on xxx .

The rector's approval was granted on xx.xx.2026.

§ 1 Objectives of the study program

The General Management degree program aims to provide students with a predominantly application-oriented academic further qualification based on a first university degree in business administration.

The General Management degree program imparts management-oriented professional and personal skills necessary for the qualified performance of management tasks and team functions, particularly in internationally oriented companies or other organizations. The practice-integrated study structure aims for a broad professional profile in international business fields. In addition to specialist knowledge, the following skills are further developed: analytical thinking, advanced foreign language skills, intercultural communication, teamwork, flexibility, resilience, and a sense of responsibility.

§ 2 degree

The degree program awards the academic degree Master of Arts (MA).

§ 3 Structure of the study program

(1) Standard period of study

The standard period of study is 4 semesters.

(2) Study process

The study and examination plan is divided into sixteen modules according to Table 1.

(3) Language

The courses and associated assessments are conducted in English and/or German. Details can be found in the module handbook.

(4) Module exams

Each module concludes with a module examination. A module examination consists of one or more assessment components.

§ 4 Module

Modul-Nr.	Modul	Modul-code	Lerneinheiten	Typ	SWS	CP	SL	PL	Gewicht-modul	Semester			
										1	2	3	4
Grundlagenfächer General Management													
1	Innovation Management	9001			4	5		PRJ	5		m		
		1011	Innovation Management	Sem	2	2	KLA60			x			
		2012	Technology Management	Sem	2	3					x		
2	International Management	9002			2	5		PFP	5	m			
		1021	Doing Business in Europe	Sem	2	5				x			
3	Strategic Management	9003			2	5		STA	5		m		
		2031	Strategic Management	Sem	2	5					x		
4	Marketing Management	9004			2	5		PFP	5		m		
		2041	Marketing & Sales-Management	V+Ü	2	5					x		
5	Human Resource Management	9005			2	5		PFP	5		m		
		2051	Human Resources Management	V+Ü	2	5					x		
6	Operations Management	9006			2	5		STA	5		m		
		2061	Operations Management	V+Ü	2	5					x		
7	Purchasing & Logistics	9007			2	5		PFP	5	m			
		2071	Purchasing & Logistics Management	Sem	2	5				x			
8	International Financial Reporting & Analysis	9008			2	5		PFP	5		m		
		2081	International Financial Reporting and Analysis	V+Ü	2	5					x		
9	Management Accounting	9009			2	5		STA	5	m			
		1091	Management Accounting	V+Ü	2	5				x			
10	Finance	9010			2	5		KLA60	5	m			
		1101	Finance	V+Ü	2	5				x			
11	International Business Law	9011			4	5		KLA120	5	m			
		1111	Internationales Handels- und Gesellschaftsrecht	V+Ü	2	3				x			
		1112	Betriebsverfassung und Arbeitsrecht	V+Ü	2	2				x			
Fremdsprachen und Interkulturelle Kompetenzen													
12	Business Languages			Sem	6	5			3				
	Alternativ eine Fremdsprache zur Wahl (1 aus 3)												
	Business English	9012			6	5		PFP			m		
		1121	Business English I	Sem	3	3	STA			x			
		2121	Business English II	Sem	3	2					x		
	Wirtschaftsspanisch	9013			6	5		PFP			m		
		1122	Wirtschaftsspanisch I	Sem	3	3	STA			x			
		2122	Wirtschaftsspanisch II	Sem	3	2					x		
	Wirtschaftschinesisch	9014			6	5		PFP			m		
		1123	Wirtschaftschinesisch I	Sem	3	3	STA			x			
		2123	Wirtschaftschinesisch II	Sem	3	2					x		
13	International Business Culture, Leadership, Change & Sustainability	9015			6	10		PFP	4				
	Pflichtbereich	3130	Sustainability in International Context	Sem	2	2						x	
	Wahlpflichtbereich (2 aus 3)												
		3131	Intercultural Business Skills	Sem	2	4						x	
		3132	Leadership	Sem	2	4						x	
		3133	Change Management	Sem	2	4						x	
Praktikum													
14	International Internship or Study Abroad	9016			2	20		REF					
		3141	Begleitveranstaltungen	Sem	2	2						x	
		3142	Internship (68 working days) or Study Abroad			18						x	
Wahlpflichtmodule													
15	Advanced Studies	911X	911X Advanced Studies (Wahlpflichtbereich 1 aus 7)		4	8			8				
	Wahlpflichtbereich (1 aus 7)												
	Advanced International Financial Reporting & Analysis	9111	Advanced Financial Reporting and Analysis					PFP					
		4000	General Management Seminar	Sem	3	6						x	
		4111	Advanced International Financial Reporting and Analysis	Sem	1	2						x	
	Advanced Finance	9112	Advanced Finance					PFP					
		4000	General Management Seminar	Sem	3	6						x	
		4121	Advanced Finance	Sem	1	2						x	
	Advanced Controlling	9113	Advanced Controlling					PFP					
		4000	General Management Seminar	Sem	3	6						x	
		4131	Advanced Controlling	Sem	1	2						x	
	Advanced Human Resources Management	9114	Advanced Human Resources Management					PFP					
		4000	General Management Seminar	Sem	3	6						x	
		4141	Advanced Human Resources Management	Sem	1	2						x	
	Advanced Marketing and Sales	9115	Advanced Marketing & Sales					PFP					
		4000	General Management Seminar	Sem	3	6						x	
		4151	Advanced Marketing and Sales	Sem	1	2						x	
	Advanced Logistics Management	9116	Advanced Logistic					PFP					
		4000	General Management Seminar	Sem	3	6						x	
		4161	Advanced Logistics Management	Sem	1	2						x	
		9117	Advanced Quality Management					PFP					
		4000	General Management Seminar	Sem	3	6						x	
		4171	Advanced Quality Management	Sem	1	2						x	
Master-Thesis													
17	Master Thesis and Presentation	9020			2	22			30				
		4201	Masterthesis			20		MA				x	
		4202	Kolloquium	Sem	2	2		REF				x	
										CP	CP	CP	
					46	120			100	30	30	30	

Tabelle I: Zusammensetzung der Studien- und Prüfungsleistungen

current No.	Module number	Module designation	Semester / Academic Year	Credit points	Module examination format
1	9001	Innovation Management	1st year of study	5	PRJ
2	9002	International Management	1st semester	5	PFP
3	9003	Strategic Management	2nd semester	5	STA
4	9004	Marketing Management	2nd semester	5	PFP
5	9005	Human Resource Management	2nd semester	5	PFP
6	9006	Operations Management	2nd semester	5	STA
7	9007	Purchasing & Logistics	1st semester	5	PFP
8	9008	International Financial Reporting & Analysis	2nd semester	5	PFP
9	9009	Management Accounting	1st semester	5	STA
10	9010	Finance	1st semester	5	KLA60
11	9011	International Business Law	1st semester	5	KLA120
12	9012 / 9013 / 9014	Business Languages (Choose 1 of 3) 9012 Business English 9013 Business Spanish 9014 Business Chinese	1st year of study	5	REF
13	9015	International Business Culture, Leadership, Change & Sustainability	3rd semester	10	PFP
14	9016	International Internship or Study Abroad	3rd semester	20	REF
15	911X	Advanced Studies	4th semester	8	PFP
16	9020	Master's thesis and presentation	4th semester	22	MA, REF

Table 2: Modules and examination formats

serial number	Module number	Module designation
15	911X	Advanced Studies (Elective area 1 out of 7)
	9111	Advanced Financial Reporting and Analysis
	9112	Advanced Finance
	9113	Advanced Controlling
	9114	Advanced Human Resources Management
	9115	Advanced Marketing and Sales
	9116	Advanced Logistics
	9117	Advanced Quality Management

Table 3: Modules for the elective modules

§ 5 German Track

Students with German language skills at level A2 or higher can be admitted to the German Track program within the Master's program. In their first year, they take German language course modules instead of the modules listed in the table for the regular program. The aim of the German Track is to enable students to complete an internship in a German-speaking company with an international focus during their third semester.

Module number		Module number	Module designation	CP
9201	German Language I	9011	instead of Business Law	5
9202	German Language II	9004	instead of Marketing	5
9203	German Language III	9012/9013/9014	instead of Business Language	5

Table 4: German Track Module

§ 6 Master's examination

The Master's examination consists of the module examinations listed in Table 2, including one elective module (see Table 3), and the Master's thesis. The Master's examination is passed if each module examination and the Master's thesis are graded at least "sufficient." Details regarding the module examinations can be found in Table 1.

The master's thesis must be presented in a 30-minute lecture and then defended.

Work on the Master's thesis can only begin if at least 70 credit points (CP) have been acquired from semesters 1, 2 and 3.

§ 7 Weighting of examination performance and the bachelor's/master's thesis

The overall grade for the Master's examination is calculated as a weighted arithmetic mean of all module grades. The weights are shown in Table 5.

module	name	Weighting
9001	Innovation Management	5
9002	International Management	5
9003	Strategic Management	5
9004	Marketing Management	5
9005	Human Resource Management	5
9006	Operations Management	5
9007	Purchasing & Logistics	5
9008	International Financial Reporting & Analysis	5
9009	Management Accounting	5
9010	Finance	5
9011	International Business Law	5
9012/9013/9014	Business Languages	3
9015	International Business Culture, Leadership, Change & Sustainability	4
911X	Advanced Studies	8
9020	Master's thesis and presentation	30

§ 8 Dual degree programs

(1) Cooperation agreements

Dual degree programs are governed by the cooperation agreements between Stuttgart Business School of Stuttgart University of Applied Sciences and the foreign partner universities. These cooperation agreements may contain provisions that deviate from Section 3, Numbers 2 and 3 of these regulations.

(2) Study process

Students enrolled in the degree program specified in the cooperation agreements spend at least one semester in Stuttgart and one semester at the partner university, completing coursework in accordance with the examination regulations of the respective university, equivalent to the credit points specified in the curriculum for that semester. The master's thesis is jointly written and assessed by examiners from both universities (joint thesis). Credits earned at the partner university, according to the applicable curriculum, are fully recognized in Stuttgart. This enables students to obtain degrees from both universities.

(3) Committee

A committee, to be formed in accordance with the cooperation agreements, is responsible for implementing the respective dual degree programs, creating coordinated study plans, selecting students, and proposing which semester will be spent studying at which university. The study plans are implemented after a positive assessment by the study commission.

§ 9 Come into effect

The above statutes shall come into force with effect from the winter semester 2026/27.

At the same time, the previous study regulations for the Master's program in General Management dated July 4, 2024, will cease to apply and will be replaced by the present study regulations.

Stuttgart, XY.XY.202Z

Prof. Dr. Katja Rade
Rector

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