

# Pre-master Strategic Business Management and Marketing (SBM)

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

<b>PART 1:</b>	<b>THEORETICAL PART</b>	<b>42 ECTS</b>
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 : planning & organization Human resource management & Quality (6 ects) > SBM 3b: Finance (3 ects)	9 ECTS
SBM 4:	ADVANCED STRATEGIC MARKETING > SBM4a: Global strategic marketing (3 ects) > SBM4b: Marketing communications (3 ects) > SBM4c: E.business (3 ects) > SBM4d: CRM (3 ects)	12 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 reading/writing (1 ects)	6 ECTS
<b>PART 2:</b>	<b>DISSERTATION RESEARCH PROJECT</b>	<b>33 ECTS</b>

## Year Planning SBM Courses & Dissertation Writing

### Term 1 → 7 weeks lectures and SBM 5a: The Research Topic Proposal

#### Week 36 – 42

SBM 1a: Qualitative Research Methods	3 ECTS
SBM 3a: Management Business Administration	3 ECTS
SBM 3b: Finance	3 ECTS
SBM 4a: Strategic global marketing	3 ECTS
SBM 4d: CRM	3 ECTS
SBM 5a: Research Project Practica I	2 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 (1)

SBM 1b: Quantitative Research Methods	4 ECTS
SBM 2: Sociological approach of consumer behaviour	3 ECTS
SBM 3a: Management Business administration	3 ECTS
SBM 4b: Marketing Communications	3 ECTS
SBM 4c: E-business strategies	3 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	1 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 defence	33 ECTS
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Games



Media



Hotel



Facility



Built Environment



Logistics



Tourism



Leisure & Events



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