

MSc Consumer Affairs - Course Overview		
Module	ECTS	Sem.
Basics in Consumer Affairs		
Consumer Behaviour	6	1
Consumer Behaviour Research Methods	6	1
Consumer Economics & Policy	6	1
Research Methods	6	1
Specializations: 18 ECTS in one specialization. Modules from the other specialization count as electives.		
Consumer, Technology and Innovation		
Advanced Seminar in Innovation and Entrepreneurship	6	2+3
Advanced Technology and Innovation Management	6	2+3
Advanced Topics in Innovation and Entrepreneurship	6	2+3
Case Study Seminar: Strategic Management of Technology and Innovation	6	2+3
Consumer History	6	2+3
Food Economics	6	2+3
Human values and Business Ethics	6	2+3
Life Science Economics and Policy	6	2+3
Marketing and Innovation	6	2+3
Regulatory Economics and Policy	6	2+3
Sustainable Consumption		
Advanced Environmental and Natural Resource Economics	6	2+3
Climate Change Economics/ Entwicklungsökonomie	6	2+3
Corporate Social Responsibility	6	2+3
Corporate Sustainability	6	2+3
Environmental and Natural Resource Economics	6	2+3
International Environmental Policy and Conflict Resolution	6	2+3
Value Chain Economics	6	2+3
Electives		
Advanced Planning in Supply Chains	6	2+3
Advanced Seminar in Entrepreneurial Behaviour	6	2+3
Advanced Seminar in Marketing, Strategy and Leadership	6	2+3
Advanced Topics in Marketing, Strategy and Leadership	6	2+3
Advanced Topics in Sustainability Innovation and Marketing	6	2+3
Applied Statistics and Econometrics	6	2+3
Basics of Advanced Planning and Supply Chain Management	6	2+3
Behavioral Economics	6	2+3
Behavioral Pricing: Insights, Methods, and Strategy	6	2+3
Businessplan Grundlagenseminar	3	2+3
Case Study Seminar: Entrepreneurial Strategy	6	2+3
Consumer oriented project work*	12/ 6+6	2+3
Development Economics/Entwicklungsökonomie	6	2+3
European Business Law	6	2+3
General knowledge module**	6/ 3+3	2+3
German as a foreign language***	6	1-3
International Commodity Markets and Trade Policy	6	2+3
Mathematics for Economists	6	2+3
Negotiation Strategies	6	2+3
Organizational Psychology and Gender Studies	6	2+3
Research Seminar in Strategy and Organization	6	2+3
Seminar Concepts in International Entrepreneurship	6	2+3
Sponsorship-linked Marketing	6	1-3
Verbraucherrecht	6	1-3
*Students can bring in a maximum of 12 ECTS through project work.		
**Please contact your MCA student advisor.		
***Can only be chosen once by TUM students obtaining German language skills less than level B2.2 (max. 6 ECTS).		
Please check TUMonline regularly. Not every module is offered every semester!		