

COURSE SCHEDULE

	Semster					
	1.	2.	3.	4.	5.	6.
BUSINESS ADMINISTRATION						
International Business and Strategic Management	5 CP					
Bookkeeping and Cost Accounting	5 CP					
Financing and Investment Appraisal		5 CP				
Financial Accounting			5 CP			
Global Supply Chain Management and Logistics						5 CP
ECONOMICS AND QUANTITATIVE METHODS						
Mathematics and Statistics I	5 CP					
Mathematics and Statistics II		5 CP				
Microeconomics		5 CP				
Macroeconomics			5 CP			
Data Science and Data Analytics				5 CP		
MANAGING INTERNATIONAL BUSINESS						
International Human Resources and Diversity Management			5 CP			
Digital Transformation and Change Management			5 CP			
(Harvard) Business Case Studies					5 CP	
International Business Ethics and Sustainability					5 CP	
Entrepreneurship and Innovation Management						5 CP
Management Game						5 CP
MARKETING AND MARKET RESEARCH						
Marketing, Social Media Marketing and E-Commerce	5 CP					
Market Research and Empirical Research Methods		5 CP				
Consumer Behavior and Market Psychology			5 CP			
WORKING EXPERIENCE						
Digital Project Management and Practical Project		5 CP				
Advanced Practical Project			5 CP			
Internship					5 CP	
PROFESSIONAL AND INTERCULTURAL SKILLS						
Business English	5 CP					
Academic Writing; Self and Time Management; Presentation Techniques	5 CP				5 CP	
Chinese: Mandarin for Beginners*		5 CP				
International Business and Management Consulting*		5 CP				
International and Intercultural Management				5 CP		
Strategic Networking and Personal Branding						5 CP
MAJORS¹ (SEMESTER ABROAD)						
Major I				15 CP		
Major II					15 CP	
COMPULSORY ELECTIVE MODULES²						
Compulsory Elective Module***				5 CP		
BACHELOR'S THESIS						
Bachelor's Thesis						12 CP
Gesamt: 180 CP	30 CP	30 CP	30 CP	30 CP	30 CP	30 CP

MAJORS AND COMPULSORY ELECTIVE MODULES

4th + 5th Semester		
MAJORS¹	International Marketing Management	International Organizational Psychology
	International Finance and Accounting	International Human Resource Management
	International Management	International Market, Consumer, and Media Psychology
4th Semester		
COMPULSORY ELECTIVE MODULES² (1 OF 7)	Case Studies in Economic Policy	Current Affairs in Global Business
	International Law and Contract Law	Foreign Language II
	ERP Systems	Managerial Listening Skills
	Voluntary Work	

* Students can choose either Mandarin OR Business Consulting. They only take one of these classes. Accordingly, they receive either 5 CP either for Mandarin OR Consulting.

1 Choose 1 compulsory elective module (1 of 7). These modules will be assessed with "passed/failed". The grade is not included in the calculation of the final degree.

2 The workload listed here is the average of all majors/compulsory elective modules.

CP = Credit points in accordance with the ECTS