

Bachelor International Management – Curriculum as of winter semester 2024/25 (subject to accreditation)

International Management, B.A.						
Semester	1st stage of studies					
1	Principles of Business Management	Financial Statements (IFRS)	Human Resource Management and Legal Systems	European Law and Taxation Issues	Business Mathematics	Microeconomic Theory and Policy
	5 ECTS credits	5 ECTS credits	5 ECTS credits	5 ECTS credits	5 ECTS credits	5 ECTS credits
2	Production, Logistics and Procurement	Financial Management	Principles of Marketing	Foreign Business Language = Spanish B1 (Business L.) / French B1 (Business L.) / Chinese A1 / Russian A2 / German B1.1 (Business L.) for international students	Statistics	Information Management
	5 ECTS credits	5 ECTS credits	5 ECTS credits	5 ECTS credits	5 ECTS credits	5 ECTS credits
2nd stage of studies						
3	Specialisation Module 1	Cultural Management	Sustainable Value Creation	Management Tools and Academic Writing		Macroeconomic Theory and Policy
	5 ECTS credits	5 ECTS credits	5 ECTS credits	10 ECTS credits		5 ECTS credits
4	Specialisation Module 2	Applied Data Research	Management Concepts	Applied Business Project and Project Management		International Economics
	5 ECTS credits	5 ECTS credits	5 ECTS credits	10 ECTS credits		5 ECTS credits
5	2 Block Seminars	Specialisation Module 3 (abroad)	Electives Abroad			
	5 ECTS credits	5 ECTS credits	20 ECTS credits			
6	Internship and Academic Project				Bachelor Thesis	
	18 ECTS credits				12 ECTS credits	

International skills

Competences in digitization

Competences in applied business management

Optional specialisations

Specialisation	Module 1 (5 ECTS credits)		Module 2 (5 ECTS credits)	Module 3 (5 ECTS credits)	
Global Marketing	Principles of International Marketing		Digital Marketing and Analytics	Advanced Topics in Marketing (abroad)	
Finance and Control	Management Accounting		Treasury-Management	Advanced Topics in Finance and Control (abroad)	
International Human Resource Management	International Human Resource Management		Trends and Challenges in Human Resource Management	Advanced Topics in Human Resource Management (abroad)	
International Economy	Enterprises and Globalisation		Current Issues in the Global Economy	Advanced Topics in Economics (abroad)	
International Logistics	Logistics in International Supply Chains		Procurement and Production Logistics [further modules in logistics to be selected alternatively]	Advanced Topics in Logistics (abroad)	
International Event Management	Principles of Event Management		The International Event Market [further modules in event management to be selected alternatively]	Advanced Topics in Event Management (abroad)	
Sustainability Management	Societal Perspectives on Sustainable Development	<i>alternatively:</i> Growth and Development	Corporate Social Responsibility	Advanced Topics in Sustainability Management (abroad)	
Digital Enterprise	End-User Computing		E-Entrepreneurship: The Enterprise of the Future	Advanced Topics in Digital Business (abroad)	
Business Spanish	Spanish B2		Spanish C1.1	Spanish Language and Culture (abroad)	
Business French	French B2		French C1.1	French Language and Culture (abroad)	
Business Chinese	Chinese A2.1		Chinese A2.2	Chinese Language and Culture (abroad)	
Business Russian	Russian B1		Russian B2.1	Russian Language and Culture (abroad)	
<i>Option for international students:</i> German as a foreign language: Business German	Business German B1.2 by Faculty WiSo	<i>alternatively:</i> German B1.2 by Center for International Students, <i>complemented by tutorial in business language</i>	German B2.1 by Center for International Students, <i>complemented by tutorial in business language</i>	German B2.2 by Center for International Students, <i>complemented by tutorial in business language</i>	German Language and Culture (abroad) <i>if students spend a study semester abroad</i>