

Study Programme

B.A. Management in International Business (in English)



HOCHSCHULE DER WIRTSCHAFT
FÜR MANAGEMENT

UNIVERSITY OF APPLIED
MANAGEMENT STUDIES

1 st Semester	2 nd Semester	3 rd Semester	4 th Semester	5 th Semester	6 th Semester
Introduction to International Business	International Economics	International Marketing	Internship (18 weeks)	Business across Cultures	Innovation & Entrepreneurship in a Global Context
Business Economics	Financial Accounting	Management Accounting		International Sales Management	Strategic Management and Leadership
Principles of Marketing	Business Computer Applications	Business Process Management		Business Ethics & International Corporate Governance	Public Speaking & Debating
Business Mathematics	Human Resource Management	Applied Business Psychology		Digital Business and Analytics in a Global Context	Bachelor's Dissertation
Academic Research Skills	Business Statistics	Research Methods		International Finance	Dissertation Colloquium
Business English I	Business English II			Dissertation Colloquium	
	Presentation Skills				

Career Network @ HdWM

● Soft Skills ● Specialisations ● Practical Elements