

COURSE SCHEDULE AND CONTENT

	1st Semester	2nd Semester	3rd Semester	4th Semester	5th Semester	6nd Semester
Business Administration	International Business and Strategic Management 4 SWS 5 CP	Financing and Investment Appraisal 4 SWS 5 CP	Financial Accounting 4 SWS 5 CP			Global Supply Chain Management and Logistics 2 SWS 5 CP
	Bookkeeping and Cost Accounting 2 SWS 5 CP					
Economics and Quantitative Methods	Mathematics and Statistics I 4 SWS 5 CP	Mathematics and Statistics II 4 SWS 5 CP	Macroeconomics 4 SWS 5 CP	Data Science and Data Analytics 3 SWS 5 CP		
		Microeconomics 4 SWS 5 CP				
Managing International Business			International Human Resources and Diversity Management 4 SWS 5 CP		(Harvard) Business Case Studies 2 SWS 5 CP	Entrepreneurship and Innovation Management 3 SWS 5 CP
			Digital Transformation and Change Management 4 SWS 5 CP		International Business Ethics and Sustainability 3 SWS 5 CP	Management Game 4 SWS 5 CP
Marketing and Market Research	Marketing, Social Media Marketing and E-Commerce 4 SWS 5 CP	Market Research and Empirical Research Methods 4 SWS 5 CP	Consumer Behavior and Market Psychology 2 SWS 5 CP			
Working Experience		Digital Project Management and Practical Project 3 SWS 5 CP	Advanced Practical Project 1 SWS 5 CP		Internship 0 SWS 5 CP	
Professional and Intercultural Skills	Business English 4 SWS 5 CP	Chinese: Mandarin for Beginners* 4 SWS 5 CP		International and Intercultural Management 4 SWS 5 CP		Strategic Networking and Personal Branding 2 SWS 3 CP
	Academic Writing; Self and Time Management; Presentation Techniques 2 SWS 5 CP	International Business and Management Consulting* 3 SWS * CP				
Majors ¹ (Semester Abroad)				Major I 10 SWS 15 CP	Major II 10 SWS 15 CP	
Compulsory Elective Modules ²				Compulsory Elective Module*** 2 SWS 5 CP		
Bachelor's Thesis						Bachelor's Thesis 12 CP
	20 SWS/30 CP	26 SWS/30 CP	19 SWS/30 CP	19 SWS/30 CP	15 SWS/30 CP	11 SWS/30 CP

Total: 180 Credit Points

MAJORS AND COMPULSORY ELECTIVE MODULES

4th + 5th Semester

Majors ¹	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 Modules ² (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.

¹Choose 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.

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

SWS = Semesterwochenstunde (teaching units as weekly contact hours, one teaching unit lasting 45 minutes)

CP = Credit points in accordance with the ECTS