



* in accreditation

		1. Semester	CP	2. Semester	CP	3. Semester	CP	4. Semester	5. Semester	CP	6. Semester	CP		
International Business Management		Principles of Interdisciplinary Management	6	Supply Chain Management	6	Big Data und Business Intelligence	6	Study A broad	Strategic Thinking	6	International Research and Management	6		
		International Management		Logistics Management		Data Mining			Strategic Management		Applied Marketing Research			
Studium Generale		Production Management		Methods of Data Analysis		Business Simulation Game			International Management/Marketing					
Scientific Methods	6	Principles of Economic Policy	6	Project- and Sustainability Management	6				International Corporations	6	International Horizons	6		
Data Analysis		Economic Policy		Project Management - Theory and Practice		International Accounting (IFRS)			International Business Law		Start-Up Hotspot Experience			
Rhetoric and Presentation		International Economic Relations		Principles of Sustainability Management										
Business Administration / Economics / Law	Interdisciplinary Modules 1. - 3. Semester / 5. - 6. Semester	General Management	5	Management Accounting	5	Corporate Management	5		Optional Compulsory Modules (1 out of 4 Tracks)	Start-Up Incubator	8			
		Business Administration / Responsible Management		Controlling		Organisation				Development of a Foundation Scenario or Implementation of a real Founding Idea				
		Marketing		Finance and Capital Budgeting		Human Resource Management/Leadership								
		Financial Accounting	5	Marketing Research	5	Private Commercial Law	5			Investment Banking	6	Track Finance	Investment Banking	6
		Financial Accounting		Business Statistics		German Civil Code / Labour Law / Commercial Law				Mergers and Acquisitions			Portfolio Management	
		Balance Sheet and Balance Sheet Analysis		Methods of Marketing Research						Corporate Finance			Valuation	
Quantitative Foundations of Economy	5	Digital Economy	5	Customer Management	5	Digital Branding/ Marketing	6	Track Marketing		Digital and Content Marketing	6			
Business Mathematics		Digital Transformation and Network Economy		Service Management		Social Media Strategies				Performance Marketing				
Microeconomics		Macroeconomics		Consumer Behaviour		Brand Management				Digital Storytelling				
				E-Commerce				Track HRM		Digitalisation and HRM	6	Track HRM	New Leadership	6
										Electronic Human Resource Management (E-HRM) focusing on Personnel Selection			Agility and Digitalisation: Balancing trust, control and empowerment	
Generic Skills		Skills 1 English/Creativity Methods	3	Skills 2 English/Scientific Methods	3	Skills 3 English/Cooperation	3	Digital Business		6	Track Digitalisation	Business Intelligence	6	
		Business English I		Business English II		Business English III		Digital Business Models and the Digital Value Chain			Reporting and CRM: Tools and Application			
		Innovation and Creativity Methods		Scientific Work		Cooperation and Conflict Competency		Digital Start-Ups: How to!			Programming Languages, Coding, Algorithms and Data Structures			
								Data, Data Bases and Data Models						
Internship								Internship (home or abroad)						
Bachelor Thesis											Responsible Economy/Science	4	Bachelor Thesis	12
											Business Ethics and Corporate Social Responsibility		Bachelor Thesis	
											Colloquium			