

1. Semester		CP	2. Semester		CP	3. Semester		CP
Business Administration Basics		5	Organizational Management		5	Controlling & Steuern		5
Historie und Trends der Betriebswirtschaft			Personal			Controlling		
Marketing			Organisation			Steuern		
Accounting & Mathematics		6	Corporate Accounting		5	Corporate Management & Finance		6
Accounting (+ Tutorium)			Bilanzierung			Unternehmensführung		
Wirtschaftsmathematik (+ Tutorium)			Kostenmanagement			Finanzierung und Investition (+ Tutorium)		
Value Chain Management I		6	Value Chain Management II		6	Management Practice		6
Logistik und Beschaffung			Produktionsmanagement			Marktforschung		
Projekt- und Prozessmanagement			Business Application Systems			Value Chain Management mit SAP		
Economics: Theory		6	Quantitative Research		5	Economics: Digital Transformation		5
Microeconomics			Deskriptive Statistik			Digital Transformation		
Macroeconomics			Stochastik			Case Studies		
Economics Tutorial								
Recht I		2	Recht II		3	Recht III		3
Wirtschaftsprivatrecht: Zivilrecht			Handels- und Gesellschaftsrecht			Arbeitsrecht		
Skills I		3	Skills II		3	Skills III		3
Business English I: Correspondence			Business English II: Ethics			Business English III: Case Studies		
Kommunikation und Präsentation			Wissenschaftliches Arbeiten			Team und Mediation		
			Internship					7
			Praktikum					
4. Semester								CP
Study Abroad								30
Auslandssemester								

	CP	5. Semester	6. Semester
Corporate Management	8	Strategisches Management Sector Management	Corporate Development Personalmanagement
Strategy & Economics	10	Creative Problem Solving and Strategy Development	Economic Policy and Market Regulation International Economics
Internship	6	Praktikum	
Wahlpflichtmodule (3 aus 11)			
Controlling	8	Strategisches Controlling	Operatives Controlling
		Process und Project Controlling	Controlling auf Basis integrierter Informationssysteme
Finance	8	Mergers and Aquisitions	Investment Analysis and Portfolio Management
		Financial Risk Management	Derivate Finanzmarktinstrumente
Accounting, Taxation & Auditing	8	Annual Statements & Auditing	Business Valuation
		Rating	Taxes
Customer Relationship Management	8	Strategic CRM	Operational CRM
		Customer Relationship Measurement	Case Studies CRM
Marketing	8	Marketing Performance Measurement	International Marketing and Sales
		Strategic Marketing	Communication and Brand Management
Digital Business	8	Social Media Communication & Management	E-Commerce/ M-Commerce/ Social Commerce
		Digital Business Modelling	Website and Search Optimization
Entrepreneurship	8	Business- und Finanzplanung	Economics and Management of Networks
		Wissens- und Innovationsmanagement	Business Start-up Simulation
Sustainability	8	Sustainable Management	Sustainable Opportunities
		Sustainable Systems	Case Study Sustainability
International Management	8	International Business Manners	Global Politics and Economics
		Global Thinking and Mindset	International Business Concepts
Supply Chain Management	8	Industry 4.x	Material Flow Systems
		Transportation Logistics	Case Studies Supply Chain Management
Automotive Management	8	Automotive Quality Management & Engineering	Automotive Management & Controlling
		Sourcing & Supply Chain Management	Sales & Marketing in Automotive Industries
Bachelor Thesis	12	Bachelor Thesis Kolloquium	Bachelor Thesis
			180 Credit Points