

1 <sup>st</sup> semester		CP	2 <sup>nd</sup> semester		CP	3 <sup>rd</sup> semester		CP
Business Administration Basics		5	Organizational Management		5	Controlling and Taxes		5
History and Trends in Business			Human Resources			Controlling		
Marketing			Organizational Theory			Taxes		
Accounting & Mathematics		6	Corporate Accounting		5	Corporate Management & Finance		6
Accounting (+ Tutorial)			Financial Reporting			Corporate Management		
Business Mathematics (+ Tutorial)			Cost Accounting			Finance and Investment (+ Tutorial)		
Value Chain Management I		6	Value Chain Management II		6	Management Practice		6
Logistics & Sourcing			Production & Process Management			Market Research		
Project- & Process Management			Business Application Systems			Value Chain Management with SAP		
Economics: Theory		6	Quantitative Research		5	Economics: Digital Transformation		5
Microeconomics			Descriptive Statistics			Digital Transformation		
Macroeconomics			Stochastics			Case Studies		
Economics Tutorial								
Business English		6	Intercultural Skills		3			
Business English I: Correspondence			Intercultural Management I: Communication & Presentation					
Business English II: Ethics			Intercultural Management II: Team & Mediation					
Business English III: Case Studies			Intercultural Management III: Academic Writing					
			International Law		4			
			Foundations of International Law					
			Internship/ International Project					11
			Internship / Int. Project					
<b>4. Semester</b>								
			Study Abroad					30
			Study Abroad					

	CP	5 <sup>th</sup> semester	6 <sup>th</sup> semester
International Management	8	International Business Manners Global Thinking and Mindset	Global Politics and Economics International Business Concepts
Strategy & Economics	10	Creative Problem Solving and Strategy Development	Economic Policy and Market Regulation International Economics
Internship/ International Project	6	Internship / Int. Project	

	5 <sup>th</sup> semester	6 <sup>th</sup> semester
Electives (3 out of 11)		

Controlling	8	Strategic Controlling	Operative Controlling
		Process and Project Controlling	Controlling with integrated Information Systems
Finance	8	Mergers and Aquisitions	Investment Analysis and Portfolio Management
		Financial Risk Management	Derivative Financial Instruments
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 & Financial Planning	Economics and Management of Networks
		Knowledge & Innovation Management	Business Start-up Simulation
Sustainability	8	Sustainable Management	Sustainable Opportunities
		Sustainable Systems	Case Study Sustainability
Corporate Management	8	Strategic Management	Corporate Development
		Sector Management	Human Resources Management
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 Colloquium	Bachelor Thesis

180 Credit Points