

1. Semester		CP	2. Semester		CP	3. Semester		CP	4. Semester		CP	5. Semester		CP	6. Semester		CP	7. Semester		CP	
Grundlagen der BWL		5	Corporate Accounting		5	Corporate Management & Finance		6	Recht		8				Strategy & Economics				10		
Historie und Trends der Betriebswirtschaft		2	Bilanzierung		2	Unternehmensführung		3	Wirtschaftsprivatrecht I: Zivilrecht		2	Wirtschaftsprivatrecht II: Handels- & Gesellschaftsrecht		3	Creative Problem Solving & Strategy Development		6	Economic Policy & Market Regulation		2	
Wirtschaftsmathematik (+ Tutorium)		3	Kostenmanagement		3	Finanzierung & Investition (+ Tutorium)		3				Arbeitsrecht		3				International Economics		2	
Economics: Theory		6	Value Chain Management		6	Quantitative Research		5	Controlling & Steuern		5				Customer Relationship Management				8		
Microeconomics		2,5	Logistik & Beschaffung		3	Deskriptive Statistik		2	Controlling		3				Strategic CRM		2	Operational CRM		2	
Macroeconomics		2,5	Projekt- & Prozessmanagement		3	Stochastik		3	Steuern		2				Customer Relationship Measurement		2	Case Studies		2	
Economics Tutorial		1							Economics: Digital Transformation		5				Digital Business				8		
									Digital Transformation		3				Social Media Communication & Management		2	E-Commerce/ M-Commerce/ Social Commerce		2	
									Case Studies		2				Digital Business Modelling		2	Website & Search Optimization		2	
															Wahlpflichtmodule (1 aus 4)						
															Controlling				8		
															Strategisches Controlling		2	Operatives Controlling		2	
															Process & Project Controlling		2	Controlling auf Basis integrierter Informationssysteme		2	
															Supply Chain Management				8		
															Industry 4.x		2	Material Flow Systems		2	
															Transportation Logistics		2	Case Studies		2	
															Entrepreneurship				8		
															Business- & Finanzplanung		2	Economics & Management of Networks		2	
															Wissens- & Innovationsmanagement		2	Business Start-up Simulation		2	
															Marketing				8		
															Marketing Performance Measurement		2	International Marketing & Sales		2	
															Communication & Brand Management		2	Strategic Marketing		2	
Praxis & Reflektionsphase																					31
Praxis & Reflektionsphase																					
Bachelor Thesis																					12
Bachelor Thesis Kolloquium																					2
Bachelor Thesis																					10
180 Credit Points																					