

	CP	5. Semester	CP	6. Semester	CP
Corporate Management	8	Corporate Development Sector Management	2 2	Strategisches Management Personalmanagement	2 2
Strategy & Economics	10	Creative Problem Solving and Strategy Development	6	Economic Policy and Market Regulation International Economics	2 2
Internship	6	Praktikum			
Wahlpflichtmodule (3 aus 11)					
Controlling	8	Operatives Controlling	2	Strategisches Controlling	2
		Controlling auf Basis integrierter Informationssysteme	2	Process und Project Controlling	2
Finance	8	Mergers and Aquisitions	2	Investment Analysis and Portfolio Management	2
		Financial Risk Management	2	Derivate Finanzmarktinstrumente	2
Accounting, Taxation & Auditing	8	Annual Statements & Auditing	2	Business Valuation	2
		Rating	2	Taxes	2
Customer Relationship Management	8	Strategic CRM	2	Operational CRM	2
		Customer Relationship Measurement	2	Case Studies CRM	2
Marketing	8	Strategic Marketing	2	Marketing Performance Measurement	2
		International Marketing and Sales	2	Communication and Brand Management	2
Digital Business	8	Social Media Communication & Management	2	E-Commerce/ M-Commerce/ Social Commerce	2
		Digital Business Modelling	2	Website and Search Optimisation	2
Entrepreneurship	8	Business- und Finanzplanung	2	Economics and Management of Networks	2
		Wissens- und Innovationsmanagement	2	Business Start-up Simulation	2
Sustainability	8	Sustainable Management	2	Sustainable Opportunities	2
		Sustainable Systems	2	Case Study Sustainability	2
International Management	8	International Business Manners	2	Global Politics and Economics	2
		Global Thinking and Mindset	2	International Business Concepts	2
Supply Chain Management	8	Industry 4.x	2	Material Flow Systems	2
		Transportation Logistics	2	Case Studies Supply Chain Management	2
Automotive Management	8	Automotive Quality Management & Engineering	2	Automotive Management & Controlling	2
		Sourcing & Supply Chain Management	2	Sales & Marketing in Automotive Industries	2
Bachelor Thesis	12	Bachelor Thesis Colloquium	2	Bachelor Thesis	10
					180 Credit Points