

Business Administration/International Management & Marketing (B.A.)



1st Semester						
Module	Submodules	FOT	EXAM	G/U	HPW	ECTS
Foundations of Management	Foundations of Management: Lecture	L	We	U	2	2.5
	Foundations of Management: Seminar	S		U	2	2.5
International Business	International Business: Lecture	L	Port	G	2	2.5
	International Business: Seminar	S		G	2	2.5
Introduction to Marketing and Digital Marketing	Introduction to Marketing and Digital Marketing: Lecture	L	Port	G	2	2.5
	Introduction to Marketing and Digital Marketing: Seminar	S		G	2	2.5
Introduction to Digital Business	Introduction to Digital Business: Lecture	L	We	G	2	2.5
	Introduction to Digital Business: Seminar	S		G	2	2.5
Research Methods	Research Methods 1: Basics	L	Owa	G	2	2.5
	Research Methods 2: Business Mathematics	L	We	G	2	2.5
Human Resource Management	Human Resource Management: Lecture	L	Pres	G	2	2.5
	Human Resource Management: Seminar	S				
Overall					24	30

2nd Semester						
Module	Submodules	FOT	EXAM	G/U	HPW	ECTS
Financial Accounting	Financial Accounting: Lecture*	L	We	G	2	2.5
	Financial Accounting: Seminar	S		G	2	2.5
Introduction to Economics	Introduction to Economics: Lecture	L	Port	G	2	2.5
	Introduction to Economics: Seminar	S		G	2	2.5
Measuring and Managing Operations and Services	Operations and Service Management	L/S	We	G	2	2.5
	Management Accounting	L/S		G	2	2.5
Management Methods 1	Applied Statistics*	L/S	Port	G	2	2.5
	Applied Quantitative Management	L/S		G	2	2.5
Management Methods 2	Introduction to Programming and Data Visualization*	L/S	Owa	G	2	2.5
	Critical Thinking	L/S	Owa	G	2	2.5
General Vocational	Choice of one GVP Submodule	L/S	Port	U	2	2.5
Preparation	Choice of one GVP Submodule	L/S	Port	U	2	2.5
Overall					24	30

3rd Semester						
Module	Submodules	FOT	EXAM	G/U	HPW	ECTS
Finance and Investment	Finance and Investment: Lecture*	L	We	G	2	2.5
	Finance and Investment: Seminar	S		G	2	2.5
Introduction to Law	Foundations of Commercial Law*	L	Port	G	2	2.5
	Comparative Law*	L	Port	G	2	2.5
People Analytics	People Analytics: Lecture*	L/S	Proj	G	2	2.5
	People Analytics: Seminar			G	2	2.5
International Management	International Management: Lecture	L/S	Pres	G	2	2.5
	International Management: Seminar	L/S	Proj	G	2	2.5
Managerial Economics	Managerial Economics: Lecture	L/S	Port	G	2	2.5
	Managerial Economics: Lecture	L/S	Owa	G	2	2.5
Projects and Negotiation	Managing Projects	L/S	Proj	G	2	2.5
	Negotiation	L/S	Pres	G	2	2.5
Overall					24	30

4th Semester						
Module	Submodules	FOT	EXAM	G/U	HPW	ECTS
Economic Policy & International Economics	Economic Policy and International Economics: Lecture	L	Port	G	2	2.5
	Economic Policy and International Economics: Seminar	S		G	2	2.5
Platform Business: Research	Platform Business: Research	S	Port	G	4	5
International Marketing	International Marketing: Lecture	L	Proj	G	2	2.5
	International Marketing: Seminar	S		G	2	2.5
Business Ethics and Sustainability	Business Ethics and Sustainability: Lecture & Seminar	L/S	Port	G	4	5.0
Talent and Career Management	Talent Management*	L/S	Owa	G	2	2.5
	Career Preparation*	S		G	2	2.5
General Vocational Preparation	Choice of one GVP Submodule	L/S	Port	U	2	2.5
	Choice of one GVP Submodule	L/S	Port	U	2	2.5
Overall					24	30

6th Semester						
Module	Submodules	FOT	EXAM	G/U	HPW	ECTS
Practical Study Semester	Internship Placement	Int	Proj	G	0	12
	Internship Colloquium: Lessons Learned	Col		U	2	3
Contemporary Issues in Business	Contemporary Issues in Business and Management	L/S	Pres	G	2	2.5
	Thesis Preparation Seminar	S	Pres	G	2	2.5
Quantitative Toolbox	Quantitative Toolbox	L/S	Port	G	4	5
E-Learning Elective	Topics in Business Administration Tools of Innovation	L/S	Port	U	2	2.5
Overall					14	30

6th Semester						
Module	Submodules	FOT	EXAM	G/U	HPW	ECTS
Thesis	Bachelor's Thesis	T	Th	G	0	12
	Thesis Pulse Colloquium*	Coll	Pres	U	2	3
Products, Markets and People	Branding and Consumer Psychology*	L/S	Port	G	2	2.5
	Introduction to Design Thinking and Coaching*	L/S		G	2	2.5
User Experience (UX Design)	User Experience (UX Design)	L/S	Port	G	4	5
Sustainable Leadership Simulation	Business Simulation	L/S	Port	U	2	2.5
	Game Contemporary and Sustainable Leadership	L/S		U	2	2.5
Overall					14	30

*blended learning

Compulsory courses

Elective courses

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