

**Faculty of Business Management and Social Sciences
Curriculum of the Bachelor's Program International Management**

International Management (B.A.)						
Stage 1						
1	Principles of Business Management	Microeconomic Theory and Policy	Human Resource Management and Legal Systems	European Law and Taxation Issues	Business Mathematics	Foreign Business Language 2*, Level 3
	5 ECTS credits	5 ECTS credits	5 ECTS credits	5 ECTS credits	5 ECTS credits	5 ECTS credits
2	Logistics, Procurement & Production	Financial Management	Marketing	Financial Accounting	Statistics	Information Management
	5 ECTS credits	5 ECTS credits	5 ECTS credits	5 ECTS credits	5 ECTS credits	5 ECTS credits
Stage 2						
3	Specialization 1**	Elective 1***	Macroeconomic Theory and Policy	Management Tools and Communication and Key Qualifications	Foreign Business Language 2*, Level 4	
	5 ECTS credits	5 ECTS credits	5 ECTS credits	10 ECTS credits	5 ECTS credits	
4	2 Block Seminars*****	Elective Abroad****		Specialization Abroad****		
	5 ECTS credits	10 ECTS credits		15 ECTS credits		
5	Specialization 2**	Specialization 3**	Elective 2***	Business Management Project and Communication	Management Concepts	
	5 ECTS credits	5 ECTS credits	5 ECTS credits	10 ECTS credits	5 ECTS credits	
6	Scientifically reflected Practical Project			Bachelor Dissertation		
	18 ECTS credits			12 ECTS credits		

Number below module name denotes ECTS credit points

The **language of instruction** is exclusively English.

*** Foreign Languages:**

Students can select their foreign business language from the following offer: Chinese, French, Spanish, Russian; international students (i. e. students who have obtained their school leaving certificate or university degree abroad) choose German unless they have already acquired the level of study competence in German. Other languages can be taken as additional languages if they are necessary for the partner university to study abroad and/or replace the aforementioned on application and subject to approval from the Academic Dean. If Chinese or Russian is chosen, only the modules on level 2 (CEF A2/B1) and 3 (CEF B1/B2) have to be completed (instead of level 3 and 4 = CEF B2/C1).

**** Specialization:**

Students select one of the optional specializations made up of three modules: Please see overleaf.

***** Electives:**

Any module on an undergraduate level, i. e. from a Bachelor programme, which is taught in English, graded and in a second stage of a study program can be taken as elective. The module "International Economics" is mandatory for students and can either be taken as part of the specialization or as an elective.

****** Study semester abroad:**

Students spend their fourth semester at one of the faculty's partner universities abroad. They choose advanced modules in the field of business management or economics covering 15 ECTS credit points as their „specialization abroad“ and electives covering another 10 ECTS credits.

******* Block Seminars:**

Two block seminars, at least one international, will be completed during the course of studies.

Preparatory courses for Mathematics and the foreign languages are offered. These are mandatory if students' prior knowledge does not meet the admission requirements of the respective modules.

Optional Offer of Specializations under the Bachelor Programme International Management:

Please see overleaf

Optional Offer of Specializations under the Bachelor Programme International Management

Please note: Students can select from the modules offered in the respective semester according to their curriculum. The Faculty of Business Management and Social Sciences cannot guarantee that each module will be offered in every semester.

Specialization: Title	Module 1 5 ECTS	Module 2 5 ECTS	Module 3 5 ECTS
International Management	Students select any THREE modules from the catalogue for the specializations/electives for this study programme		
Cultural Management	Cultural Management	International Economics	Advanced Business Conversation/Negotiation in English (CEF C1/C2)
Finance and Control	Management Accounting	Corporate Finance	End-User Computing
Human Resource and Cultural Management	International Human Resource Management	Cultural Management	Advanced Business Conversation/Negotiation in English (CEF C1/C2)
International Economics	International Economics ^{i*}	Current Issues in the Global Economy	Enterprises and Globalization
International Logistics	International Logistics	Procurement and Production Logistics	Logistics Management 1 or 2
Marketing and Cultural Management	Global Marketing Management	Cultural Management	Advanced Business Conversation/Negotiation in English (CEF C1/C2)
International Events	The International Event Market	Global Marketing Management	Cultural Management

^{i*} The module "International Economics" is mandatory for all students and has to be taken either as part of the specialization or as one of the two electives.