

## Bachelor International Management – Curriculum as of winter semester 2024/25

| International Management, B.A. |                                       |                                  |   |   |                      |                                 |
|--------------------------------|---------------------------------------|----------------------------------|---|---|----------------------|---------------------------------|
| Semester                       | 1st stage of studies                  |                                  |   |   |                      |                                 |
| 1                              | Principles of Business Management     | Financial Statements (IFRS)      | Human Resource Management and Legal Systems | European Law and Taxation Issues  | Business Mathematics | Microeconomic Theory and Policy |
|                                | 5 ECTS credits                        | 5 ECTS credits                   | 5 ECTS credits                              | 5 ECTS credits  | 5 ECTS credits       | 5 ECTS credits                  |
| 2                              | Production, Logistics and Procurement | Financial Management             | Principles of Marketing                     | Foreign Business Language = Spanish B1 (Business L.) / French B1 (Business L.) / Chinese A1 / Russian A2 / German B1.1 (Business L.) for international students | Statistics           | Information Management          |
|                                | 5 ECTS credits                        | 5 ECTS credits                   | 5 ECTS credits                              | 5 ECTS credits  | 5 ECTS credits       | 5 ECTS credits                  |
| 2nd stage of studies           |                                       |                                  |   |   |                      |                                 |
| 3                              | Specialisation Module 1               | Cultural Management              | Sustainable Value Creation                  | Management Tools and Academic Writing   |                      | Macroeconomic Theory and Policy |
|                                | 5 ECTS credits                        | 5 ECTS credits                   | 5 ECTS credits                              | 10 ECTS credits   |                      | 5 ECTS credits                  |
| 4                              | Specialisation Module 2               | Applied Data Research            | Management Concepts                         | Applied Business Project and Project Management   |                      | International Economics         |
|                                | 5 ECTS credits                        | 5 ECTS credits                   | 5 ECTS credits                              | 10 ECTS credits   |                      | 5 ECTS credits                  |
| 5                              | 2 Block Seminars                      | Specialisation Module 3 (abroad) | Electives Abroad                            |   |                      |                                 |
|                                | 5 ECTS credits                        | 5 ECTS credits                   | 20 ECTS credits                             |   |                      |                                 |
| 6                              | Internship and Academic Project       |                                  |   |   | Bachelor Thesis      |                                 |
|                                | 18 ECTS credits                       |                                  |   |   | 12 ECTS credits      |                                 |

International skills

Competences in digitization

Competences in applied business management

**Optional specialisations**

| <b>Specialisation</b>   | <b>Module 1</b><br>(5 ECTS credits)              |  | <b>Module 2</b><br>(5 ECTS credits)   | <b>Module 3</b><br>(5 ECTS credits)   |  |
|---|--|--|---|---|--|
| <b>Global Marketing</b>   | Principles of International Marketing            |  | Digital Marketing and Analytics   | Advanced Topics in Marketing (abroad)   |  |
| <b>Finance and Control</b>  | Management Accounting                            |  | Treasury-Management   | Advanced Topics in Finance and Control (abroad)   |  |
| <b>International Human Resource Management</b>  | International Human Resource Management          |  | Trends and Challenges in Human Resource Management  | Advanced Topics in Human Resource Management (abroad)   |  |
| <b>International Economy</b>  | Enterprises and Globalisation                    |  | Current Issues in the Global Economy  | Advanced Topics in Economics (abroad)   |  |
| <b>International Logistics</b>  | Logistics in International Supply Chains         |  | Procurement and Production Logistics<br>[further modules in logistics to be selected alternatively]           | Advanced Topics in Logistics (abroad)   |  |
| <b>International Event Management</b>   | Principles of Event Management                   |  | The International Event Market<br>[further modules in event management to be selected alternatively]          | Advanced Topics in Event Management (abroad)  |  |
| <b>Sustainability Management</b>  | Societal Perspectives on Sustainable Development | <i>alternatively:</i><br>Growth and Development  | Corporate Social Responsibility   | Advanced Topics in Sustainability Management (abroad)   |  |
| <b>Digital Enterprise</b>   | End-User Computing                               |  | E-Entrepreneurship: The Enterprise of the Future  | Advanced Topics in Digital Business (abroad)  |  |
| <b>Business Spanish</b>   | Spanish B2                                       |  | Spanish C1.1  | Spanish Language and Culture (abroad)   |  |
| <b>Business French</b>  | French B2  |  | French C1.1   | French Language and Culture (abroad)  |  |
| <b>Business Chinese</b>   | Chinese A2.1                                     |  | Chinese A2.2  | Chinese Language and Culture (abroad)   |  |
| <b>Business Russian</b>   | Russian B1                                       |  | Russian B2.1  | Russian Language and Culture (abroad)   |  |
| <i>Option for international students:</i><br><b>German as a foreign language: Business German</b> | Business German B1.2<br>by Faculty WiSo          | <i>alternatively:</i><br>German B1.2<br>by Center for International Students, <i>complemented by tutorial in business language</i> | German B2.1<br><br>by Center for International Students, <i>complemented by tutorial in business language</i> | German B2.2<br><br>by Center for International Students, <i>complemented by tutorial in business language</i> | German Language and Culture (abroad)<br><i>if students spend a study semester abroad</i> |