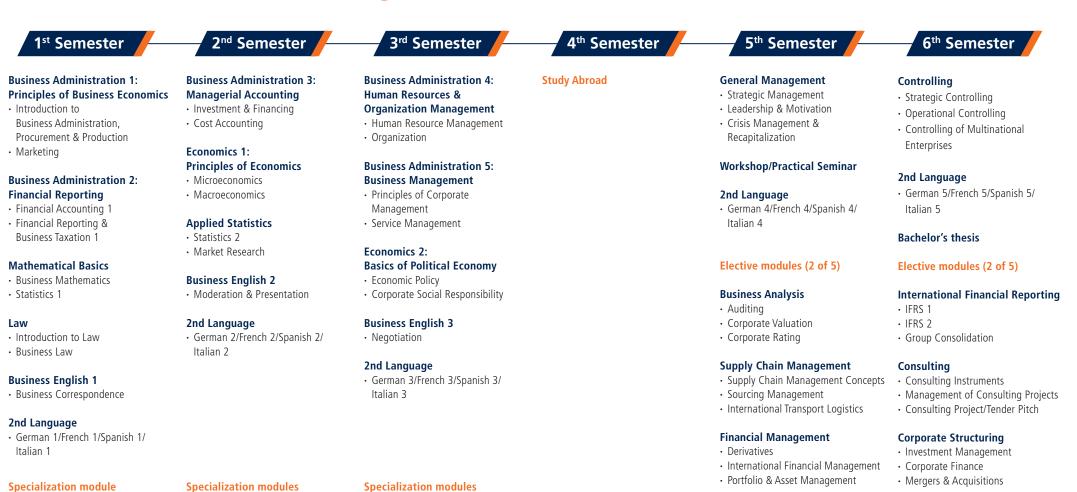
B.Sc. International Management





- **Core Competencies**
- Introduction to International Management
- Scientic Methods
- Calculation Software
- Rhetoric
- Project Management

>> Please note:

Specialization modules

International Business

- Internationalization: Business **Environment & Strategies**
- · Global Capital Markets & Finance

Financial Reporting

- Financial Reporting 2
- Financial Accounting 2

Specialization modules

Global Interaction

- International Marketing
- Intercultural Management

Global Value Creation

- Global Sourcing
- Global Value Chain Management

Portfolio & Asset Management

E-Business

- E-Procurement
- Digital Process Management
- E-Commerce

Business Communication

- Internal Communication
- Investor Relations
- Global Communications

Mergers & Acquisitions

Marketing

- Consumer Behavior & Applied Market Research
- Communication & Brand Management
- Marketing Controlling

Human Resources Management

- Strategic Human Resources Mgmt.
- Human Resources I: Attraction, Selection, Performance
- Human Resources II: Development, Retention, Transition

German language courses are integrated into your studies if you do not have a B2 level. Otherwise you can choose between French, Spanish and Italian.