

## 1<sup>st</sup> Semester

### Business Administration 1: Principles of Business Economics

- Introduction to Business Administration, Procurement & Production
- Marketing

### Business Administration 2: Financial Reporting

- Financial Accounting 1
- Financial Reporting & Business Taxation 1

### Mathematical Basics

- Business Mathematics
- Statistics 1

### Law

- Introduction to Law
- Business Law

### Business English 1

- Business Correspondence

### 2nd Language

- German 1/French 1/Spanish 1/Italian 1

### Specialization module

#### Core Competencies

- Introduction to International Management
- Scientific Methods
- Calculation Software
- Rhetoric
- Project Management

## 2<sup>nd</sup> Semester

### Business Administration 3: Managerial Accounting

- Investment & Financing
- Cost Accounting

### Economics 1: Principles of Economics

- Microeconomics
- Macroeconomics

### Applied Statistics

- Statistics 2
- Market Research

### Business English 2

- Moderation & Presentation

### 2nd Language

- German 2/French 2/Spanish 2/Italian 2

### Specialization modules

#### International Business

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

#### Financial Reporting

- Financial Reporting 2
- Financial Accounting 2

## 3<sup>rd</sup> Semester

### Business Administration 4: Human Resources & Organization Management

- Human Resource Management
- Organization

### Business Administration 5: Business Management

- Principles of Corporate Management
- Service Management

### Economics 2: Basics of Political Economy

- Economic Policy
- Corporate Social Responsibility

### Business English 3

- Negotiation

### 2nd Language

- German 3/French 3/Spanish 3/Italian 3

### Specialization modules

#### Global Interaction

- International Marketing
- Intercultural Management

#### Global Value Creation

- Global Sourcing
- Global Value Chain Management

## 4<sup>th</sup> Semester

### Study Abroad

## 5<sup>th</sup> Semester

### General Management

- Strategic Management
- Leadership & Motivation
- Crisis Management & Recapitalization

### Workshop/Practical Seminar

#### 2nd Language

- German 4/French 4/Spanish 4/Italian 4

### Elective modules (2 of 5)

#### Business Analysis

- Auditing
- Corporate Valuation
- Corporate Rating

#### Supply Chain Management

- Supply Chain Management Concepts
- Sourcing Management
- International Transport Logistics

#### Financial Management

- Derivatives
- International Financial Management
- Portfolio & Asset Management

#### E-Business

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

#### Business Communication

- Internal Communication
- Investor Relations
- Global Communications

## 6<sup>th</sup> Semester

### Controlling

- Strategic Controlling
- Operational Controlling
- Controlling of Multinational Enterprises

### 2nd Language

- German 5/French 5/Spanish 5/Italian 5

### Bachelor's thesis

### Elective modules (2 of 5)

#### International Financial Reporting

- IFRS 1
- IFRS 2
- Group Consolidation

#### Consulting

- Consulting Instruments
- Management of Consulting Projects
- Consulting Project/Tender Pitch

#### Corporate Structuring

- Investment Management
- Corporate Finance
- 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

» Please note:

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.