

Curriculum

Semester Credit Units | ECTS-Credits

PRINCIPLES BUSINESS & MANAGEMENT	1	2	3	4	5	6
Business Process Management	3 4					
Project & Quality Management		3 4				
Accounting	3 4					
Controlling		3 4				
Finance & Investment			3 4			
Fundamentals of Marketing	3 4					
Online Marketing			3 4			
Fundamentals of Innovation Management		3 4				
Human Resource Management		3 4				
Strategic & Operational Decision-Making			3 4			
Strategic Business Management			3 4			
Entrepreneurship			3 4			
Forum Entrepreneurship				1.5 2		
Turnaround Management					3 4	
TRACK 1 MARKETING . ORGANIZATIONAL DEVELOPMENT . INNOVATION						
Marketing & Sales						
Design of Market Offer				3 4		
Strategy & Brand Management				1.5 2		
Management of Marketing Channels					3 4	
Competence Development						
Personnel & Competence Development				3 4		
Organizational Development & Change Management					3 4	
Innovation						
Strategic Innovation Management				3 4		
Future Challenges for Innovation Management					3 4	
TRACK 2 CONTROLLING . SUPPLY CHAINS . STRATEGY						
Controlling & Finance						
National & International Accounting				3 4		
Tax Law & Tax Policy				1.5 2		
Success Monitoring – Reporting, Analysis, Business Intelligence					3 4	
Supply & Value Chain Management						
Business Process Mgmt. & Interorganizational Information Systems				3 4		
Supply Networks & Value Management					3 4	
Strategy						
Growth & Financing				3 4		
Strategic Success & Financial Planning					3 4	
ECONOMICS & LAW						
Fundamentals of Law I + II	3 4	3 4				
Fundamentals of Economics		3 4				
Economics, Ethics & Responsibilities			3 4			
SOCIAL & COMMUNICATIVE SKILLS						
Team Building & Communication	3 4					
Self-Management . Motivation . Leadership					1.5 2	
Business English I-V	1.5 2	1.5 2	1.5 2	1.5 2	1.5 2	
SCIENTIFIC METHODICAL COMPETENCIES						
Introduction to Academic Work	3 4					
Mathematics & Statistics	3 4					
Qualitative Research Methods		3 4				
Quantitative Research Methods			3 4			
Coaching Bachelor Thesis					1.5 2	
Bachelor Thesis						2 12
Bachelor Exam						0 1
INTERDISCIPLINARY SKILLS						
Integrative Project				6 8		
Integrative Business Studies				3 4		
Internship					0 8	0 7
International Studies						5 10
SEMESTER CREDIT UNITS ECTS-CREDITS	22,5 30	22,5 30	22,5 30	22,5 30	16,5 30	7 30