

MODULES / COURSES	SEMESTER CREDIT UNITS* ECTS-Credits**					
	1	2	3	4	5	6
A. BUSINESS ADMINISTRATION						
Fundamentals of management						
Principles of management	3 3					
Introduction to accounting	3 3					
Introduction to marketing	1 1					
Introduction to organizational design	1 2					
Fundamentals of management - exercise I		2 2				
Corporate strategy						
Strategic planning		2 2				
Strategy implementation			2 2			
Supply chain management			2 2			
Entrepreneurship & innovation						
Innovation management				2 2.5		
Entrepreneurship			2 2			
International management					3 6	
Leadership					2 4	
Accounting, controlling, finance						
Financial statement & analysis		2 2.5				
Managerial accounting		2 2.5				
Controlling & performance management			2 2.5			
Corporate finance			2 4			
Financial & risk management						
Risk management				1 1.5		
Turnaround management				1 1.5		
Financial management					2 4	
Principles of human resource management						
Human resource management I		2 2				
Human resource management II			2 2			
Organization & change						
Organizational development				1 1		
Change management				2 2		
Current topics in HR- & change management					2 4	
Fundamentals of marketing						
Buyer & consumer behavior		1 1				
Management of goods & services		2 3				
Marketing strategy			1 1			
Brand management			1 1			
Marketing communication I			1 1.5			
Marketing & sales						
Marketing communication II				1 1.5		
Management of distribution & sales				1 1.5		
Price management				1 1.5		
International marketing					3 6	
Project, process & quality management						
Project management	1 1.5					
Process management	2 3					
Quality management		2 2.5				

MODULES / COURSES	SEMESTER CREDIT UNITS* ECTS-Credits**					
	1	2	3	4	5	6
B. ECONOMICS, LAW & SOCIETY						
Fundamentals of economics & law						
Microeconomics	2 3					
Principles of business law I	2 2.5					
Principles of business law II		2 2.5				
Macroeconomics		2 3				
Economics & law						
EU law & international legal systems			2 2			
Current topics of economics				1 1.5		
Society & business						
Societal & historical contexts	1 1.5					
Societal & cultural contexts		1 1.5				
C. SOCIAL & COMMUNICATIVE SKILLS						
Team & communication						
Team training	1 1					
Presentation	1 1.5					
Business communication		1 1.5				
Social skills		1 1.5				
Negotiation & communication						
Meeting facilitation			1 1.5			
Negotiation & conflict			2 2			
D. SCIENTIFIC METHODOLOGICAL COMPETENCIES						
Scientific methods & problem solving I						
Principles of academic work	1 2					
Academic writing	1 1.5					
Introduction to mathematical & statistical methods	1 1.5					
Probability theory & descriptive statistics	1 2					
Inductive statistics & multivariate statistical methods		1 1				
Qualitative methods of empirical research		1 1.5				
Scientific methods & problem solving II						
Quantitative methods of empirical research			1 1.5			
Project assignment			1 2			
Fundamentals of management - exercise II			3 3			
Research coaching I				1 1		
Bachelor thesis I				1 5		
Scientific methods & problem solving III						
Research coaching II						2 3
Bachelor thesis II						2 10
E. INTERDISCIPLINARY COMPETENCIES						
Integrative synopsis						
Practice lab				5 5		
Integrative revision				3 4,5		
Current developments in business					3 6	
Integrative internship						
Integrative internship						17
SEMESTER CREDIT UNITS* ECTS-Credits**	22 30	24 30	25 30	21 30	15 30	4 30