

curriculum.

Semester Credit Units | ECTS-Credits

PRINCIPLES BUSINESS & MANAGEMENT	1	2	3	4	5	6
Business Simulation & Team Building	3 4					
Fundamentals of Marketing	3 4					
Project & Quality Management	3 4					
Accounting	3 4					
Finance & Investment		3 4				
Controlling			3 4			
Fundamentals of Innovation Management		3 4				
Human Resource Management		3 4				
Business Process Management		3 4				
Organizational Design			3 4			
Strategic Business Management			3 4			
Entrepreneurship			3 4			
TRACK 1						
MARKETING . ORGANIZATIONAL DEVELOPMENT . INNOVATION	1	2	3	4	5	6
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	
Self-Management . Motivation . Leadership				1.5 2	1.5 2	
Forum Entrepreneurship					1.5 2	
TRACK 2						
CONTROLLING . SUPPLY CHAINS . STRATEGY	1	2	3	4	5	6
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	
Self-Management . Motivation . Leadership				1.5 2	1.5 2	
Forum Entrepreneurship					1.5 2	
ECONOMICS & LAW						
	1	2	3	4	5	6
Fundamentals of Law I + II	3 4	3 4				
Fundamentals of Economics		3 4				
Economics, Ethics & Responsibilities			3 4			
SOCIAL & COMMUNICATIVE SKILLS						
	1	2	3	4	5	6
Communication & Conflict Management	3 4					
Business English I-IV	1.5 2	1.5 2	1.5 2	1.5 2		
SCIENTIFIC METHODOLOGICAL COMPETENCIES						
	1	2	3	4	5	6
Mathematics & Statistics	3 4					
Introduction to Academic Work		3 4				
Quantitative Research Methods			3 4			
Qualitative Research Methods			3 4			
Bachelor Thesis I + II					3 4	2 10
INTERDISCIPLINARY SKILLS						
	1	2	3	4	5	6
Integrative Project				6 8		
Integrative Business Studies				3 4		
Internship					0 10	0 10
International Studies						5 10
SEMESTER CREDIT UNITS ECTS-CREDITS	22.5 30	22.5 30	22.5 30	22.5 30	15 30	7 30