



Management B.A., International Management



Objectives of the Management Bachelor Programme

	Knowledge / Expertise (academic / practical)	Skills / method competence (academic / practical)	Competences / social and self- competence
All	Understanding the relationships and challenges of a multicultural, mobile and digital economy and society.	Ability to capture complex tasks and develop creative and sustainable solutions.	Self-reflection and faculty of judgment to continuously grow in a dynamic, international working world.
MN	Advanced knowledge of global economic relationships and the effects of digital transformation on business processes, industrial structures and consumers.	Advanced management skills and abilities to apply different problem-solving approaches from economics to design in business practice.	Strong entrepreneurial spirit combined with a focus on innovation and the willingness to assume social responsibility as a manager.



Structure of modules within Management B.A.

Key competencies (all programmes)

7 Modules

Interdisciplinary modules (across programmes)

8 Modules

Programme specific modules

10 Modules

Track specific modules

6 Modules

Individualised modules

3 Modules



Modules of International Management

7 Key competencies (all programmes)

Language Proficiency and Intercultural Sensitivity - WE
Academic Writing and Research – PT (Portfolio)
Intercultural Communication - PT
Project Management - WE
Digital Technologies - PT
Communication Skills - OE
Entrepreneurship - OE

10 Programme specific modules

Basics of Marketing - WE
Management Accounting and Basics of Controlling - WE
Basics of Human Resources Management - WE
Economics - WE
Interdisciplinary Project - PT
Investment and Financing - WE
Orientation Project - PT
Focus Project - PT
Current Issues in Management – PT
Advanced Research Methods Management – pass/no pass*
(*Preparation of an exposé for the bachelor thesis)

8 Interdisciplinary modules

Basics of Business Administration - WE
Accounting and Basics of Finance - WE
Innovation by Design - WE
Basics of Law - WE
Empirical Research and Statistics - WE
Management Concepts - OE (Poster)
Business Planning - PT
Strategy and Organisation – OE (Poster)

3 Individualised module

Student Initiative Project
Internship
Bachelor Thesis

6 Track specific modules

Internationalisation - WE
Innovation Processes - WE
International Accounting and Capital Market Communication - WE
Digital Business - OE
International Business - WE
Special Topics in International Management - PT



Modified Architecture of International Management

Key competencies (all programmes)
 Interdisciplinary modules (across programmes)
 Programme specific modules
 Track specific modules
 Individualised modules

1. Semester	2. Semester	3. Semester (Abroad)	4. Semester	5. Semester	6. Semester (Internship)	7. Semester
Language Proficiency and Intercultural Sensitivity 4 SWS	Internationalisation 3 SWS	Intercultural Communication 3 SWS	Investment and Financing 3 SWS	Digital Technologies 3 SWS	Communication Skills 3 SWS	Entrepreneurship 3 SWS
Academic Writing and Research 3 SWS	Basics of Law 4 SWS	Project Management 3 SWS	Innovation Processes 3 SWS	Strategy and Organisation 3 SWS	Student Initiative Project	Advanced Research Methods in Management 2 SWS
Basics of Business Administration 4 SWS	Empirical Research and Statistics 4 SWS	Business Planning 4 SWS	International Accounting and Capital Market Communication 3 SWS	International Business 3 SWS	Internship	Current Issues in Management 2 SWS
Accounting and Basics of Balancing 4 SWS	Management Concepts 2 SWS	Economics 3 SWS	Digital Business 4 SWS	Special Topics in International Management 4 SWS		Bachelor Thesis
Innovation by Design 3 SWS	Management Accounting and Basics of Controlling 4 SWS	Interdisciplinary Project 5 SWS	Orientation Project 5 SWS	Focus Project 5 SWS		
Basics of Marketing 3 SWS	Basics of Human Resources Management 3 SWS					
30 ECTS / 21 SWS	30 ECTS / 20 SWS	30 ECTS / 18 SWS	30 ECTS / 18 SWS	30 ECTS / 18 SWS	30 ECTS / 3 SWS	30 ECTS / 7 SWS



Course hours («SWS») across programmes / tracks

Programme (total SWS)	1st	2nd	4th	5th	6th	7th	Σ (without abroad semester)
MM	19 (28)	20 (25)	18 (22)	18 (19)	3 (4)	7 (11)	85 (109)
MN	21 (27)	20 (24)	18 (21)	18 (18)	3 (4)	7 (13)	87 (107)
DE	19 (26)	19 (24)	18 (21)	17 (18)	3 (4)	9 (13)	85 (106)
FT	22 (28)	24 (25)	19 (25)	19 (19)	3 (4)	11 (11)	98 (112)

Programme (track SWS)	1st	2nd	4th	5th	6th	7th	Σ (without abroad semester)
MM	0 (0)	3 (4)	10 (12)	7 (7)	0 (0)	0 (0)	20 (23)
MN	0 (0)	4 (4)	10 (11)	7 (7)	0 (0)	0 (0)	20 (23)
DE	0 (0)	3 (4)	9 (10)	7 (5)	0 (0)	0 (0)	20 (19)
FT	0 (0)	3 (5)	10 (14)	9 (9)	0 (0)	0 (0)	22 (28)

(Course hours before modification)



Management (B.A.), International Management | EN

Job Perspectives (examples): International Marketing Manager, International Sales Manager, Project Manager, Junior Consultant for Marketing and Strategy, International E-Commerce Manager, Internationalisation and Strategy Manager

„Markets and management – thinking and acting on an international scale“

1. Semester	2. Semester	3. Semester (Abroad)	4. Semester	5. Semester	6. Semester (Internship)	7. Semester
Language Proficiency and Intercultural Sensitivity	Internationalisation	Intercultural Communication	Investment and Financing	Digital Technologies	Communication Skills	Entrepreneurship
Academic Writing and Research	Basics of Law	Project Management	Innovation Processes	Strategy and Organisation	Student Initiative Project	Advanced Research Methods Management
Basics of Business Administration	Empirical Research and Statistical Methods	Business Planning	International Accounting and Capital Market Communication	International Business	Internship	Current Issues in Management
Accounting and Basics of Balancing	Management Concepts	Economics	Digital Business	Special Topics in International Management		Bachelor Thesis
Innovation by Design	Management Accounting and Basics of Controlling	Interdisciplinary Project	Orientation Project	Focus Project		
Basics of Marketing	Basics of Human Resources Management					
30 ECTS / 21 SWS	30 ECTS / 20 SWS	30 ECTS / 18 SWS	30 ECTS / 18 SWS	30 ECTS / 18 SWS	30 ECTS / 3 SWS	30 ECTS / 7 SWS



International Management

■ Key Qualifications ■ Interdisciplinary modules ■ Programme specific modules ■ Track specific modules ■ Individualised modules

Structure of courses and level of specialisations (ECTS)

