

**1<sup>st</sup> Semester**  
(30 CP)

**2<sup>nd</sup> Semester**  
(30 CP)

**3<sup>rd</sup> Semester**  
(30 CP)

**4<sup>th</sup> Semester**  
(30 CP)

**5<sup>th</sup> Semester + 6<sup>th</sup> Semester**  
(60 CP)

**7<sup>th</sup> Semester**  
(30 CP)

Introduction to Business Administration	International Finance	Marketing
Accounting and Financial Statements	Cost and Performance Analysis	Management Accounting
Intercultural Management	Leadership in Organizations	Academic Research Methods
Mathematics with Applications to Commerce and Economics	Statistics	Digital Business
Business Information Technology – Foundations, Models and Methods	Basic Tax Law	International Tax Law
English Language and Communication Skills	Microeconomics and Economic Systems	Macroeconomic Theory and Stabilization Policy

Integrated Internship Semester in an international business or organization (abroad)

Ethics & Sustainable Development (1)	Sustainable Human Resource Management (3)
Sustainability Marketing & Innovation Management (2)	Sustainable Finance (4)
Global Economics & International Economic Relations (1)	International HRM and Emerging Markets (3)
International Marketing & Entrepreneurship (2)	International Trade and Policy (incl. Current Topics) (4)
Process Management (1)	Digital Leadership (3)
Digital Transformation, Markets, and Business Models (2)	Information Management, Systems and Applications (4)
New Work Economy & Social Skills (1)	Industrial and Organizational Psychology (3)
Shopper and Consumer Behavior in International Markets (2)	Behavioral Finance (4)

Bachelor-Thesis with Colloquium

Option I: internship  
Option II: further electives

- Business competencies
  - Cultural and social competencies
  - Methodic/analytic competencies
  - Economic competencies
- (1) Business area 1: Strategic Management
  - (2) Business area 2: International Marketing Management
  - (3) Business area 3: International HRM
  - (4) Business area 4: International Finance & Controlling

Focus A: Sustainability Management  
Focus B: International Economics & Emerging Markets  
Focus C: Digital Business Management  
Focus D: Business Psychology  
**(10 courses to be chosen from above)**