

Semester	INTERNATIONAL BUSINESS STUDIES CURRICULUM						CP
	Business competencies		Cultural and social competencies	Methodic/analytic competencies		Economic competencies	
1	Introduction to Business Administration	Accounting and Financial Statements	Intercultural Management	Mathematics with Applications to Commerce and Economics	Business Information Technology - Foundations, Models and Methods	English Language and Communication Skills	30
2	International Finance	Cost and Performance Analysis	Leadership in Organizations	Statistics	Basic Tax Law	Microeconomics and Economic Systems	30
3	Marketing	Management Accounting	Academic Research Methods	Digital Business	International Tax Law	Macroeconomic Theory and Stabilization Policy	30
4	Integrated Internship Semester in a in international business or organization (abroad)						30
5+6	Specializations	Business area 1 Strategic Management	Business area 2 International Marketing Management	Business area 3 International HRM	Business area 4 International Finance & Controlling	<-- Business areas	60
		Semester 5		Semester 6		Choose two whole focuses (+ two other courses) or mix and match!	
	Focus A Sustainability Management	Ethics & Sustainable Development	Sustainability Marketing & Innovation Management	Sustainable Human Resource Management	Sustainable Finance		
	Focus B International Economics & Emerging Markets	Global Economics & International Economic Relations	International Marketing & Entrepreneurship	International HRM and Emerging Markets	International Trade and Policy (incl. Current Topics)		
	Focus C Digital Business Management	Process Management	Digital Transformation, Markets, and Business Models	Digital Leadership	Information Management, Systems and Applications		
Focus D Business Psychology	New Work Economy & Social Skills	Shopper and Consumer Behavior in International Markets	Industrial and Organizational Psychology	Behavioral Finance			
7	Bachelor-Thesis with Colloquium			Option I: Internship		Option II: further electives	30
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