

GLOBAL BUSINESS B.A. - SPECIALIZATION INTERNATIONAL MANAGEMENT

1. Semester
30 ECTS

General Business Administration and Economics
GBB 1.1 Systems-oriented Business Administration

5 ECTS/ 48h

General Business Administration and Economics
GBB 1.2 Value: Financial Basics

5 ECTS/ 48h

General Business Administration and Economics
GBB 1.3 Microeconomics + Macroeconomics

5 ECTS/ 48h

General Business Administration and Economics
GBB 1.4 Financial Accounting & Reporting

5 ECTS/ 48h

Quantitative Methods and Research
GBB 3.1 Business Mathematics & Statistics

5 ECTS/ 48h

Quantitative Methods and Research
GBB 3.2 Scientific methods

5 ECTS/ 48h

2. Semester
30 ECTS

Laws
GBB 2.1 Law I (CISG - UN law of sale)

5 ECTS/ 48h

General Business Administration and Economics
GBB 1.5 Marketing and sales management

5 ECTS/ 48h

International and Strategic Management
GBB 4.1 Intercultural management

5 ECTS/ 48h

Digitalization and technology
GBB 5.1 Digital Business Fundamentals

5 ECTS/ 48h

Specialization: International Management
GBB 8.A.1 Global Strategic Management

5 ECTS/ 48h

Specialization: International Management
GBB 8.A.2 International Market Research

5 ECTS/ 48h

3. Semester
30 ECTS

General Business Administration and Economics
GBB 1.6 Operations and production management

5 ECTS/ 48h

General Business Administration and Economics
GBB 1.7 Controlling & Management Accounting

5 ECTS/ 48h

Laws
GBB 2.2 Law II (international Law: India / China / European)

5 ECTS

Digitalization and technology
GBB 5.2 Business informatics

5 ECTS/ 48h

Specialization: International Management
GBB 8.A.3 Global Marketing Strategies

10 ECTS/ 96h

4. Semester
30 ECTS

Soft Skills.
GBB 6.1 Business English and Communication

5 ECTS/ 48h

Soft Skills
GBB 6.2 Human resource management

5 ECTS/ 48h

Soft Skills
GBB 7.1 Elective 1

5 ECTS/ 48h

Soft Skills
GBB 7.2 Elective 2

5 ECTS/ 48h

Specialization: International Management
GBB 8.A.4 International Tax Law

10 ECTS/ 96h

5. Semester
30 ECTS

International and Strategic Management
GBB 4.2 strategically and market-orientated organisation of companies

5 ECTS/ 48h

Soft Skills
GBB 6.3 Harvard method, negotiation, moderation

5 ECTS/ 48h

Soft Skills
GBB 7.3 Elective 3

5 ECTS/ 48h

Soft Skills
GBB 7.3 Elective 4

5 ECTS/ 48h

Specialization: International Management
GBB 8.A.5 Cross-Cultural Leadership

5 ECTS/ 48h

Specialization: International Management
GBB 8.A.6 Global Supply Chain Management

5 ECTS/ 48h

6. Semester
30 ECTS

GBB 9.1 Internship and Presentation

30 ECTS

7. Semester
30 ECTS

Quantitative Methods and Research
GBB 3.4 Process analysis

5 ECTS/ 48h

Quantitative Methods and Research
GBB 3.3 Applied research

5 ECTS/ 48h

Digitalization and technology
GBB 5.3 Digital Transformation / Change Management

5 ECTS/ 48h

GBB 10.1 Thesis and Colloquium

10 ECTS

GLOBAL BUSINESS B.A. - SPECIALIZATION DIGITAL BUSINESS

1. Semester 30 ECTS	General Business Administration and Economics GBB 1.1 Systems-oriented Business Administration 5 ECTS/ 48h	General Business Administration and Economics GBB 1.2 Value: Financial Basics 5 ECTS/ 48h	General Business Administration and Economics GBB 1.3 Microeconomics + Macroeconomics 5 ECTS/ 48h	General Business Administration and Economics GBB 1.4 Financial Accounting & Reporting 5 ECTS/ 48h	Quantitative Methods and Research GBB 3.1 Business Mathematics & Statistics 5 ECTS/ 48h	Quantitative Methods and Research GBB 3.2 Scientific methods 5 ECTS/ 48h
2. Semester 30 ECTS	Laws GBB 2.1 Law I (CISG - UN law of sale) 5 ECTS/ 48h	General Business Administration and Economics GBB 1.5 Marketing and sales management 5 ECTS/ 48h	International and Strategic Management GBB 4.1 Intercultural management 5 ECTS/ 48h	Digitalization and technology GBB 5.1 Digital Business Fundamentals 5 ECTS/ 48h	Specialization: Digital Business GBB 8.B.1 Data Analytics for Business 5 ECTS/ 48h	Specialization: Digital Business GBB 8.B.2 Digital business models 5 ECTS/ 48h
3. Semester 30 ECTS	General Business Administration and Economics GBB 1.6 Operations and production management 5 ECTS/ 48h	General Business Administration and Economics GBB 1.7 Controlling & Management Accounting 5 ECTS/ 48h	Laws GBB 2.2 Law II (International Law: India / China / European) 5 ECTS	Digitalization and technology GBB 5.2 Business informatics 5 ECTS/ 48h	Specialization: Digital Business GBB 8.B.3 E-commerce strategies 10 ECTS/ 96h	
4. Semester 30 ECTS	Soft Skills. GBB 6.1 Business English and Communication 5 ECTS/ 48h	Soft Skills GBB 6.2 Human resource management 5 ECTS/ 48h	Soft Skills GBB 7.1 Elective1 5 ECTS/ 48h	Soft Skills GBB 7.2 Elective 2 5 ECTS/ 48h	Specialization: Digital Business GBB 7.B.4 Cybersecurity 10 ECTS/ 96h	
5. Semester 30 ECTS	International and Strategic Management GBB 4.2 strategically and market-orientated organisation of companies 5 ECTS/ 48h	Soft Skills GBB 6.3 Harvard method, negotiation, moderation 5 ECTS/ 48h	Soft Skills GBB 7.3 Elective 3 5 ECTS/ 48h	Soft Skills GBB 7.3 Elective 4 5 ECTS/ 48h	Specialization: Digital Business GBB 8.B.5 Digital process management 5 ECTS/ 48h	Specialization: Digital Business GBB 8.B.6 Artificial intelligence in business 5 ECTS/ 48h
6. Semester 30 ECTS	GBB 9.1 Internship and Presentation 30 ECTS					
7. Semester 30 ECTS	Quantitative Methods and Research GBB 3.4 Process analysis 5 ECTS/ 48h	Quantitative Methods and Research GBB 3.3 Applied research 5 ECTS/ 48h	Digitalization and technology GBB 5.3 Digital Transformation / Change Management 5 ECTS/ 48h	GBB 10.1 Thesis and Colloquium 10 ECTS		