

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 Financial Management Fundamentals 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 Global Operations & Supply Chain Management 5 ECTS/ 48h	General Business Administration and Economics GBB 1.7 Controlling & Management Accounting 5 ECTS/ 48h	Laws GBB 2.2 Comparative International Business Law 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 Global Business 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: Digital Business GBB 7.B.4 Cybersecurity 10 ECTS/ 96h	
5. Semester 30 ECTS	International and Strategic Management GBB 4.2 Strategic Organizations & Market Orientation 5 ECTS/ 48h	Soft Skills GBB 6.3 Negotiation & Facilitation Skills 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		