

MANAGEMENT B. A.

Business Management

1ST SEMESTER

Academic Writing and Research 5 ECTS 3 SWS
Research Methods and Designs 5 ECTS 3 SWS
Basics of Business Administration and Business Law 5 ECTS 3 SWS
Performance Indicator-Based Management 5 ECTS 3 SWS
Marketing and Sales 5 ECTS 3 SWS
Current Management Trends and Issues 1 5 ECTS 3 SWS
30 ECTS 18 SWS

2ND SEMESTER

Global Awareness 5 ECTS 2 SWS
Data Analysis, Visualization, and Reporting 5 ECTS 4 SWS
Strategy and Organisation 5 ECTS 3 SWS
Leadership and Ethics 5 ECTS 3 SWS
Operations Management 5 ECTS 3 SWS
Current Management Trends and Issues 2 5 ECTS 3 SWS
30 ECTS 18 SWS

3RD SEMESTER

Communication OR Self-Reflection* 5 ECTS 2 SWS
Practice-oriented Research 10 ECTS 5 SWS
HR and Creative Talent Management 5 ECTS 2 SWS
Internationalisation 5 ECTS 3 SWS
International Management 5 ECTS 3 SWS
30 ECTS 15 SWS

4TH SEMESTER

Student Initiative Project OR Creative Thinking* 5 ECTS 2 SWS
Research-oriented Practice 10 ECTS 5 SWS
Business Intelligence and Information Security 5 ECTS 3 SWS
Investment and Finance 5 ECTS 3 SWS
Innovation Processes 5 ECTS 3 SWS
30 ECTS 16 SWS

5TH SEMESTER (INTERNSHIP)

Technological and Media Literacy OR Civic Literacy* 5 ECTS 2 SWS
Internship 30 ECTS 2 SWS

6TH SEMESTER

Entrepreneurship OR Social responsibility* 5 ECTS 2 SWS
Research specialization Management 5 ECTS 3 SWS
Entrepreneurship and Innovation 5 ECTS 2 SWS
Bachelor Thesis 15 ECTS Individual Support
30 ECTS 7 SWS

*Choose from one module from two options.
Winter semester start. Updated Feb 2025. Subject to errors and changes.
Only module plans published in the student portal at the start of the course are binding.