BA Business Administration (Focus on International Management & Marketing)

BASIC STUDY PERIOD 1ST – 2ND SEMESTER

Modules	1st Semester	FOT	HPW	ECTS
Business Administration Functions	Management (BAB1011)	L	4	6
	Marketing (BAB1013)	L	2	2
	International Business (BAB1015)	L	2	2
Accounting	Introduction to Accounting 1 (BAB1021)	L	2	2
Research Methods	Research Methods 1: Basics (BAB1031)	L/P	4	6
Law	Law 1 (BAB1041)	L	2	2
Comparative Cultural Studies	History and Culture (BAB1051)	L	2	3
Economics	Introduction to Economics	L	2	2
General Vocational Preparation (GVP)	GVP 1	S/P	2	2,5
	GVP 2	S/P	2	2,5
Overall			24	30

Modules	2nd Semester	FOT	HPW	ECTS
Business Administration Functions 2	Human Ressource Management (BAB1072)	L/P	2	3
	Organization (BAB1074)	L/P	2	3
	Finance & Investment (BAB1076)	L	2	2
	Knowledge Management (BAB1078)	L	2	3
Comparative Cultural Studies	Business Culture (BAB1052)	L/P	2	3
Accounting	Introduction to Accounting 2 (BAB1022)	L	4	4
	Management Accounting (BAB1024)	L	4	4
Research Methods	Research Methods 2: Statistics (BAB1024)	L	2	2
Law	Law 2 (BAB1042)	L	2	2
Economics	Microeconomics (BAB1061)	L	2	2
	Economic Policy (BAB2061)	L	2	2
Overall			26	30

MAIN STUDY PERIOD 3RD – 4TH SEMESTER

Modules	3rd Semester	FOT	HPW	ECTS
Market-oriented Management	Market-oriented Management Cases (BAB2081)	L	2	4
	Managing Quality (BAB2083)	L	2	2
	Strategic Management (BAB2085)	L/P	2	2
Ethics in Business	Introduction to Business Ethics (BAB1022)	L	4	4
	Cases in Business Ethics (BAB1024)	S/P	2	2
Economics	Macroeconomics (BAB1062)	L	2	2
	Behavioral Economics	L	2	2
Law	International Law (BAB2041)	L	2	2
Business & Technology	Big Data Analysis (BAB2103)	L	2	2
	Dynamic Systems Analysis (BAB2101)	L/P	2	3
Non-departmental Elective	[Choice of one course]	S/P	4	5
Overall			26	30

Modules	4th Semester	FOT	HPW	ECTS
Business Analysis	Business Cases Studies (BAB2112)	P	4	8
	Business Seminar (BAB2114)	S	4	6
International Management 1	Introduction to International Management (BAB2122)	L	4	4
	Change Management in an International Context (BAB2124)	L	2	3
	International Economics (BAB2126)	L	2	3
Major Elective 1	Marketing 1	S	4	6
	Digital Marketing 1	S		
	Strategic Management 1	S		
Overall			20	30

MAIN STUDY PERIOD 5TH – 6TH SEMESTER

Modules	5th Semester	FOT	HPW	ECTS
International Management 2	Projects of International Management (BAB3131)	OS	2	4
	Specific Issues of International Management (BAB3133)	OL	2	2
	Intercultural Business Communication (BAB3135)	OL	2	3
Internship	Practical Study Semester	I	0	13
	Colloquium for Internees	C	2	2
Major Elective 2	Marketing 2	P	4	6
	Digital Marketing 2	P		
	Strategic Management 2	P		
Overall			12	30

Modules	6th Semester	FOT	HPW	ECTS
Business Simulation	Business Simulation (BAB3142)	S/P	4	8
Bachelor Thesis	Thesis (BAB3152)	T	0	10
	Seminar (BAB3154)	S	2	2
Non-departmental Elective	[Choice of one course]	S/P	4	5
Major Elective 3	Marketing 3	S	2	5
	Digital Marketing 3	S		
	Strategic Management 3	S		
Overall			12	30