

CURRICULUM B.A. INTERNATIONAL MANAGEMENT
myStudies, 180 ECTS

Month	Model 1: Programme Start October			Model 2: Programme Start January			Model 3: Programme Start April			Model 4: Programme Start July											
	Courses			Courses			Courses			Courses											
Oct	Business Mathematics	Organizational Behavior	Management Accounting																		
Nov																					
Dec																					
Jan	Supply Chain Management I	International Marketing	Statistics - Probability & Descriptive Statistics	Supply Chain Management I	International Marketing	Statistics - Probability & Descriptive Statistics															
Feb																					
Mar																					
Apr	Academic Integrity & Writing for Business	Business 101	Managerial Economics	Academic Integrity & Writing for Business	Business 101	Managerial Economics	Academic Integrity & Writing for Business	Business 101	Managerial Economics												
May																					
Jun																					
Jul																					
Aug	Introduction to Academic Work	Principles of Management	Global Corporations and Globalization	Introduction to Academic Work	Principles of Management	Global Corporations and Globalization	Introduction to Academic Work	Principles of Management	Global Corporations and Globalization	Introduction to Academic Work	Principles of Management	Global Corporations and Globalization									
Sep																					
Oct	Change Management	International Contract Management	Intercultural and Ethical Decision-Making	Business Mathematics	Organizational Behavior	Management Accounting	Business Mathematics	Organizational Behavior	Management Accounting	Business Mathematics	Organizational Behavior	Management Accounting									
Nov																					
Dec																					
Jan	Intercultural Psychology	International Brand Management	Leadership 4.0	Intercultural Psychology	International Brand Management	Leadership 4.0	Supply Chain Management I	International Marketing	Statistics - Probability & Descriptive Statistics	Supply Chain Management I	International Marketing	Statistics - Probability & Descriptive Statistics									
Feb																					
Mar																					
Apr	Global Sourcing	International HR Management	Intercultural Management	Global Sourcing	International HR Management	Intercultural Management	Global Sourcing	International HR Management	Intercultural Management	Academic Integrity & Writing for Business	Business 101	Managerial Economics									
May																					
Jun																					
Jul	Corporate Finance and Investment	Corporate Communication	Customer Relationship Management	Corporate Finance and Investment	Corporate Communication	Customer Relationship Management	Corporate Finance and Investment	Corporate Communication	Customer Relationship Management	Corporate Finance and Investment	Corporate Communication	Customer Relationship Management									
Aug																					
Sep																					
Oct	Digital Business Models	Agile Project Management	Elective (online)	Elective (online)	Change Management	International Contract Management	Intercultural and Ethical Decision-Making	Change Management	International Contract Management	Intercultural and Ethical Decision-Making	Change Management	International Contract Management									
Nov																					
Dec																					
Jan	Conflict Management and Mediation	Elective (online)	Elective (online)	Conflict Management and Mediation	Elective (online)	Elective (online)	Intercultural Psychology	International Brand Management	Leadership 4.0	Intercultural Psychology	International Brand Management	Leadership 4.0									
Feb																					
Mar																					
Apr	Seminar: Current Issues in Internat. Management	Elective (online)	Elective (online)	Seminar: Current Issues in Internat. Management	Elective (online)	Elective (online)	Seminar: Current Issues in Internat. Management	Elective (online)	Elective (online)	Global Sourcing	International HR Management	Intercultural Management									
May																					
Jun																					
Jul	Bachelor Thesis			Bachelor Thesis			Bachelor Thesis			Bachelor Thesis											
Aug																					
Sep																					
Oct	Digital Business Models	Agile Project Management	Elective (online)	Elective (online)	Digital Business Models	Agile Project Management	Elective (online)	Elective (online)	Digital Business Models	Agile Project Management	Elective (online)	Elective (online)									
Nov																					
Dec																					
Jan	Conflict Management and Mediation	Elective (online)	Elective (online)	Conflict Management and Mediation	Elective (online)	Elective (online)	Conflict Management and Mediation	Elective (online)	Elective (online)	Conflict Management and Mediation	Elective (online)	Elective (online)									
Feb																					
Mar																					
Apr	Seminar: Current Issues in Internat. Management	Elective (online)	Elective (online)	Seminar: Current Issues in Internat. Management	Elective (online)	Elective (online)	Seminar: Current Issues in Internat. Management	Elective (online)	Elective (online)	Global Sourcing	International HR Management	Intercultural Management									
May																					
Jun																					

Elective A*

- Applied Sales*
 - Applied Sales I
 - Applied Sales II
- Business Intelligence*
 - Business Intelligence
 - Project: Business Intelligence
- Managing People and Fundamentals of Business Psychology*
 - Introduction to New Work
 - Business Psychology
- Online and Social Media Marketing*
 - Online Marketing
 - Social Media Marketing

Elective B + C*

- Applied Sales*
 - Applied Sales I
 - Applied Sales II
- Big Data and Data Protection*
 - Data Analytics and Big Data
 - Introduction to Data Protection and Cyber Security
- Business Intelligence*
 - Business Intelligence
 - Project: Business Intelligence
- Digital Product Development*
 - Introduction to the Internet of Things
 - Product Development in Industry 4.0
- Salesforce Platform Management*
 - Salesforce Fundamentals
 - CRM with Salesforce Service Cloud
- Salesforce Platform Development*
 - Salesforce Platform App Builder
 - Salesforce Platform Developer

- Fundamentals of Operations Research*
 - Mathematics: Linear Algebra
 - Operations Research
- Introduction to Data Science and Programming with Python*
 - Introduction to Data Science
 - Introduction to Programming with Python
- IT Service Management*
 - IT Service Management
 - Project: IT Service Management
- Managing People and Fundamentals of Business Psychology*
 - Introduction to New Work
 - Business Psychology
- Online and Social Media Marketing*
 - Online Marketing
 - Social Media Marketing
- Internship***
- Studium Generale*

By choosing the elective "Internship" and/or "Studium Generale" you cannot qualify for the dual degree with LSBU.

Course Information

Module	Course Code	Course	ECTS	Type of Exam
Business Mathematics	BWMA01_E	Business Mathematics	5	Exam
Organizational Behavior	DLBBWOB01_E	Organizational Behavior	5	Case Study
Management Accounting	DLBMAE01	Management Accounting	5	Exam/Written Assessment: Written Assignment
Supply Chain Management I	DLBDESCM01	Supply Chain Management I	5	Exam
International Marketing	DLBDEIMB01	International Marketing	5	Exam
Statistics - Probability and Descriptive Statistics	DLBDESPD01	Statistics - Probability and Descriptive Statistics	5	Exam
Academic Integrity and Writing for Business	DLBBAIWB01_E	Academic Integrity and Writing for Business	5	Written Assignment
Business 101	DLBBAB01_E	Business 101	5	Exam/Written Assessment: Written Assignment
Managerial Economics	DLBBWME01_E	Managerial Economics	5	Exam
Introduction to Academic Work	DLBCSIAW01	Introduction to Academic Work	5	Basic Workbook
Principles of Management	DLBBAPM01_E	Principles of Management	5	Case Study
Global Corporations and Globalization	DLBLOGC101_E	Global Corporations and Globalization	5	Exam
Change Management	DLBDBCM01_E	Change Management	5	Exam
International Contract Management	DLBINTWR01_E	International Contract Management	5	Exam
Intercultural and Ethical Decision-Making	DLBCSIDM01	Intercultural and Ethical Decision-Making	5	Case Study
Intercultural Psychology	DLBWPIPS01_E	Intercultural Psychology	5	Exam
International Brand Management	DLBDEIMB02	International Brand Management	5	Exam
Leadership 4.0	DLBWPLS01_E	Leadership 4.0	5	Exam
Global Sourcing	DLBLOGC102_E	Global Sourcing	5	Exam
International HR Management	DLBINTHR01_E	International HR Management	5	Case Study
Intercultural Management	DLBLOIM01_E	Intercultural Management	5	Written Assessment: Case Study
Corporate Finance and Investment	DLBCFIE01	Corporate Finance and Investment	5	Written Assignment
Corporate Communication	DLBPRWCCPR01_E	Corporate Communication	5	Exam
Customer Relationship Management	DLBCRM01_E	Customer Relationship Management	5	Exam
Digital Business Models	DLBLODB01_E	Digital Business Models	5	Exam
Agile Project Management	DLBCSAPM01	Agile Project Management	5	Project Report
Conflict Management and Mediation	DLBWPKUM01_E	Conflict Management and Mediation	5	Exam
Seminar: Current Issues in International Management	DLBINTSATIM01_E	Seminar: Current Issues in International Management	5	Research Essay
ELECTIVE A*		e.g. Online and Social Media Marketing	10	
ELECTIVE B*		e.g. Big Data and Data Protection	10	
ELECTIVE C*		e.g. Digital Product Development	10	
Bachelor Thesis		Bachelor Thesis	9	Bachelor Thesis
		Thesis Defense	1	Presentation: Colloquium



Here you see the order in which you study your courses in presence depending on your personal study start in October, January, April or July. Each semester consists of two blocks. In each block, you attend classes on campus for usually three courses to deepen the content in direct exchange with your fellow students and lecturers. You have semester breaks in June and September. Attending the courses on campus is mandatory and will be verified due to Visa regulations (not valid for DACH students).

Each block concludes with a two-week exam preparation phase. You can defer those exams to a later date that you do not want to take during this period. This way, your exam phases are always spread evenly over the year. Exceptions to this are courses that count as admission requirements for other courses.

Attention: Attendance times may vary slightly depending on public holidays and the federal state holidays the campus is located in.

If you are studying Model 2, 3 or 4 you will have to start your Bachelor Thesis before completing your final courses.

* Electives: Choose one module with two courses from the Elective A and two modules from the Elective B + C. Every elective module can only be chosen once. ** The elective "Internship" is offered for the first time in October 2022.

Note: The Electives are only offered in distance learning (online).