

CURRICULUM B.A. BUSINESS ADMINISTRATION

Campus Studies, 180 ECTS Credits

	Model 1: Programme Start October					Model 2: Programme Start April				
Month	Courses					Courses				
Oct	Semester 1	Business 101	Introduction to Academic Work for Business and Social Sciences		Managerial Economics					
Nov										
Dec										
Jan		Business Mathematics	Marketing I	Marketing II	Project: Agile Project Management					
Feb										
Mar										
Apr	Semester 2	Sustainability	Statistics		Accounting and Balancing	Semester 1	Sustainability	Statistics		Accounting and Balancing
May										
Jun										
Jul		Leadership 4.0	Principles of Management		Project: Corporate Social Responsibility					
Aug										
Sep										
Oct	Semester 3	Corporate Finance and Investment	Corporate Planning and Control		International HR Management	Semester 2	Business 101	Introduction to Academic Work for Business and Social Sciences		Managerial Economics
Nov										
Dec										
Jan		Project: Economic Policy	Elective A course a	Elective A course b						
Feb										
Mar										
Apr	Semester 4	Digital Business Models	Management Accounting		International Business Law	Semester 3	Digital Business Models	Management Accounting		International Business Law
May										
Jun										
Jul		Project: Entrepreneurship	Elective B course c	Elective B course d						
Aug										
Sep										
Oct	Semester 5	Internship: Business & Management (30 CP)				Semester 4	Corporate Finance and Investment	Corporate Planning and Control		International HR Management
Nov										
Dec										
Jan							Project: Economic Policy	Elective B course c	Elective B course d	
Feb										
Mar										
Apr	Semester 6	Project: Megatrends in a Business Context	Seminar: Current Issues in Business Administration	Elective C course e	Elective C course f	Semester 5	Internship: Business & Management (30 CP)			
May										
Jun										
Jul		Bachelor Thesis								
Aug										
Sep										
Oct						Semester 6	Project: Megatrends in a Business Context	Seminar: Current Issues in Business Administration	Elective C course e	Elective C course f
Nov										
Dec										
Jan							Bachelor Thesis			
Feb										
Mar										
Apr										
May										

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Here you see the order in which you study your courses in presence depending on your personal study start in October or April. You attend campus lectures during each semester and learn in direct exchange with your fellow students and lecturers. In addition, you will have lecture-free periods, which you can spend reviewing and preparing for exams.

Attending the courses on campus is mandatory and will be verified due to Visa regulations (not valid for EU citizens).

Please note: It is strongly advised to start researching and applying for internships early on during your studies to increase your chances of obtaining one in time for the designated internship block.



Note: You can already start with your thesis earlier than the designated block, once you have met the minimum amount of credit points required to enter.



~ **Specializations:** During a specialization, you have the opportunity to deepen your knowledge in a subject area of your choice. Specializations consist of 3 blocks of Elective modules, specifically tailored to your topic of choice.

Specializations (Elective Tracks) ~

	Elective A	Elective B	Elective C
Specialized Tracks:			
International Management	<i>International Management</i> a) Intercultural Management b) Global Corporations and Globalization	<i>International Management</i> c) Intercultural and Ethical Decision-Making d) International Contract Management	<i>International Management</i> e) Project: Intercultural Challenges in International Business f) Seminar: Current Issues in International Management
Artificial Intelligence	<i>Artificial Intelligence</i> a) Artificial Intelligence b) Project: AI Excellence with Creative Prompting Techniques	<i>Artificial Intelligence</i> c) Ethics and Legal Aspects in AI d) Project: Generative AI in an Enterprise Context	<i>Artificial Intelligence</i> e) Deep Learning in Business Contexts: Predictive Analytics f) Project: AI in Finance
Entrepreneurship	<i>Entrepreneurship</i> a) Entrepreneurship and Innovation b) Start-Up Financing	<i>Entrepreneurship</i> c) Project: New Work d) Project: Digital Entrepreneurship	<i>Entrepreneurship</i> e) Project: Sustainable Entrepreneurship f) Project: Business Model Development
Organizational Development & Change	<i>Organizational Development & Change</i> a) Interaction and Communication in Organisations b) Organizational Behavior	<i>Organizational Development & Change</i> c) Organizational Development d) Project: Organizational Development	<i>Organizational Development & Change</i> e) Change Management f) Corporate Communication
Business Analytics	<i>Business Analytics</i> a) Introduction to Data Science b) Introduction to Programming with Python	<i>Business Analytics</i> c) Business Intelligence d) Data Analytics and Big Data	<i>Business Analytics</i> e) Project: Business Intelligence f) Project: Object Oriented and Functional Programming in Python
Logistics	<i>Logistics</i> a) Supply Chain Management I b) Supply Chain Management II	<i>Logistics</i> c) Digital Future Industry d) Global Sourcing	<i>Logistics</i> e) Project: Production and Logistics f) Smart Factory