

# CURRICULUM B.A. BACHELOR OF BUSINESS ADMINISTRATION; FULL-TIME (36 MONTHS)

Semester	Module	Course Code	Course Name	ECTS	
1. Semester 30 ECTS	Introduction to Academic Work	DLBCSIAW01	Introduction to Academic Work	5	WB
	Managerial Economics	DLBBWME01_E	Managerial Economics	5	E
	Global Corporations and Globalization	DLBLOGC101_E	Global Corporations and Globalization	5	E
	Principles of Management	DLBBAPM01_E	Principles of Management	5	WACS
	Academic Integrity and Writing for Business	DLBBAIWB01_E	Academic Integrity and Writing for Business	5	WAWA
	Business 101	DLBBAB01_E	Business 101	5	E
2. Semester 30 ECTS	Business Mathematics	BWMA01_E	Business Mathematics	5	E
	Organizational Behavior	DLBBWOB01_E	Organizational Behavior	5	WACS
	Management Accounting	DLBMAE01	Management Accounting	5	WAWA
	Supply Chain Management I	DLBDSESCM01	Supply Chain Management I	5	E
	International Marketing	DLBDSEIMB01	International Marketing	5	E
	Statistics - Probability and Descriptive Statistics	DLBDSSPDS01	Statistics - Probability and Descriptive Statistics	5	E
3. Semester 30 ECTS	Corporate Finance and Investment	DLBCFIE01	Corporate Finance and Investment	5	WAWA
	Entrepreneurship and Innovation	DLBBAEI01_E	Entrepreneurship and Innovation	5	WAWA
	International HR Management	DLBINTHR01_E	International HR Management	5	WACS
	Service Operations Management	DLMSM01	Service Operations Management	5	WAWA
	Collaborative Work	DLBCSCW01	Collaborative Work	5	OA
	Intercultural and Ethical Decision-Making	DLBCSIDM01	Intercultural and Ethical Decision-Making	5	WACS
4. Semester 30 ECTS	Digital Business Models	DLBLODB01_E	Digital Business Models	5	E
	Sustainability	DLBBAS01_E	Sustainability	5	WACS
	International Accounting	DLFIAC01_E	International Accounting	5	E
	Research Methods	DLBBARM01_E	Research Methods	5	WAWA
	Corporate Governance and Strategy	DLBBACGS01_E	Corporate Governance and Strategy	5	WACS
	Leadership 4.0	DLBWPLS01_E	Leadership 4.0	5	E
5. Semester 30 ECTS	International Brand Management	DLBDSEIMB02	International Brand Management	5	E
	Seminar: Current Issues in International Management	DLBINTSATIM01_E	Seminar: Current Issues in International Management	5	WARE
	Supply Chain Management II	DLBDSESCM02	Supply Chain Management II	5	E
	Agile Project Management	DLBCSAPM01	Agile Project Management	5	WAPR
	ELECTIVE MODULE A **		e.g. Financial Services Management	10	
6. Semester 30 ECTS	ELECTIVE MODULE B **		e.g. Fundamentals of Operations Research	10	
	ELECTIVE MODULE C **		e.g. Online and Social Media Marketing	10	
	Bachelor Thesis	DLBBT01 DLBBT02	Bachelor Thesis Colloquium	9 1	WABT PC
<b>Total 180 ECTS</b>	<b>GOAL: In order to stay on schedule, you should finish modules of about 30 Credit Points per semester!</b>				



You've already planned out exactly how your course schedule should look? Wonderful! You can work on a number of modules at the same time or one by one.



As you begin your studies, choose modules that are of particular interest to you or that you can use directly in your job. This motivates you and helps you succeed right from the start.



A module with two courses consists of an introduction and a consolidation. In order to successfully complete a module, you must successfully pass both the introduction and the consolidation of the module within the framework of a module examination.



\* All the modules that have been unlocked for the Online Exams can be found in CARE.

**NOTE:**

If the result of the recognition exam is still pending, you should not choose any courses that you have applied for.



<b>E</b>	Exam (monthly at study centres or anytime via the online exam*)
<b>OA</b>	Oral Assignment
<b>PC</b>	Presentation: Colloquium
<b>WB</b>	Workbook
<b>WABT</b>	Written Assessment: Bachelor Thesis
<b>WACS</b>	Written Assessment: Case Study
<b>WAPR</b>	Written Assessment: Project Report
<b>WARE</b>	Written Assessment: Research Essay
<b>WAWA</b>	Written Assessment: Written Assignment

\*\* Electives  
- Choose three modules

**Elective Module A:**

- Managing People and Fundamentals of Business Psychology
- Applied Sales
- Financial Services Management
- Business Intelligence
- Online and Social Media Marketing

**Elective Module B:**

- Fundamentals of Operations Research
- Smart Factory
- Introduction to Data Science and Programming with Python
- IT Service Management

**Elective Module C:**

- Managing People and Fundamentals of Business Psychology
- Applied Sales
- Financial Services Management
- Business Intelligence
- Online and Social Media Marketing
- Fundamentals of Operations Research
- Smart Factory
- Introduction to Data Science and Programming with Python
- IT Service Management