

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

| Semester | Module | Course Code | Course Name | ECTS | |
|---------------------------|--|--------------------|---|--------|------------|
| 1. Semester 30 ECTS | Academic Integrity and Writing for Business | DLBBAIWB01_E | Academic Integrity and Writing for Business | 5 | WAWA |
| | Business 101 | DLBBAB01_E | Business 101 | 5 | E |
| | Managerial Economics | DLBBWME01_E | Managerial Economics | 5 | E |
| | Introduction to Academic Work | DLBCSIAW01 | Introduction to Academic Work | 5 | WB |
| | Principles of Management | DLBBAPM01_E | Principles of Management | 5 | WACS |
| | Global Corporations and Globalization | DLBLOGC101_E | Global Corporations and Globalization | 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 |
| Total 180 ECTS | GOAL: In order to stay on schedule, you should finish modules of about 30 Credit Points per semester! | | | | |

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.

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