

# Curriculum Internationale Betriebswirtschaft, B. A.

SPO 32

| Sem. | Pflichtprogramm                                          |                                              |                                           |                                          | Schwerpunkte (wähle einen)                         |                                         |                                      |                                     |                                            |                                            |                                    |                                    |
|------|----------------------------------------------------------|----------------------------------------------|-------------------------------------------|------------------------------------------|----------------------------------------------------|-----------------------------------------|--------------------------------------|-------------------------------------|--------------------------------------------|--------------------------------------------|------------------------------------|------------------------------------|
|      |                                                          |                                              |                                           |                                          | Finance, Accounting & Taxation                     |                                         | Marketing & Sales                    |                                     | Human Resources & Business Transformation  |                                            | International Program              |                                    |
| 7.   | Strategic Management<br>4SWS/5CP                         | Bachelor-thesis<br>12CP                      | Studium Generale<br>3CP                   |                                          | Internationale Unternehmensbesteuerung<br>4SWS/5CP | Internationales Controlling<br>4SWS/5CP | Digital Marketing<br>4SWS/5CP        | Marketing Mix<br>4SWS/5CP           | Change Management<br>4SWS/5CP              | Leadership<br>4SWS/5CP                     | Wahlpflichtfach 1<br>4SWS/5CP      | Wahlpflichtfach 2<br>4SWS/5CP      |
| 6.   | Intercultural Management<br>4SWS/5CP                     | International Macroeconomics<br>4SWS/5CP     | Management and Governance<br>4SWS/5CP     | Supplementary Module<br>4SWS/5CP         | International Accounting<br>4SWS/5CP               | Capital Markets<br>4SWS/5CP             | Digital Business Systems<br>4SWS/5CP | International Marketing<br>4SWS/5CP | Business System Transformation<br>4SWS/5CP | Int. Human Resource Management<br>4SWS/5CP | Auslandsstudium Fach 1<br>4SWS/5CP | Auslandsstudium Fach 2<br>4SWS/5CP |
| 5.   | Praxissemester im nicht deutschsprachigen Ausland (30CP) |                                              |                                           |                                          |                                                    |                                         |                                      |                                     |                                            |                                            |                                    |                                    |
| 4.   | Marketing<br>2SWS/3CP<br>Projektmanagement<br>2SWS/2CP   | Internationales Wirtschaftsrecht<br>4SWS/5CP | Controlling<br>4SWS/5CP                   | Unternehmensbesteuerung<br>4SWS/5CP      | Supply Chain Management<br>4SWS/5CP                | Spanish III/<br>French III<br>4SWS/5CP  |                                      |                                     |                                            |                                            |                                    |                                    |
| 3.   | Unternehmensorganisation<br>4SWS/5CP                     | Business Software<br>4SWS/5CP                | Kosten- und Leistungsrechnung<br>4SWS/5CP | Financial Management<br>4SWS/5CP         | Statistische & empirische Methoden<br>4SWS/5CP     | Spanish II/<br>French II<br>4SWS/5CP    |                                      |                                     |                                            |                                            |                                    |                                    |
| 2.   | Personalmanagement<br>4SWS/5CP                           | Information Systems<br>4SWS/5CP              | Wirtschaftsrecht<br>4SWS/5CP              | Jahresabschluss<br>4SWS/5CP              | Statistik<br>4SWS/5CP                              | Spanish I/<br>French I<br>4SWS/5CP      |                                      |                                     |                                            |                                            |                                    |                                    |
| 1.   | Einführung in die intern. BWL<br>4SWS/5CP                | Einführung in die VWL<br>4SWS/5CP            | Vertragsrecht<br>4SWS/5CP                 | Betriebliches Rechnungswesen<br>4SWS/5CP | Wirtschaftsmathematik<br>4SWS/5CP                  | Business Communication<br>4SWS/5CP      |                                      |                                     |                                            |                                            |                                    |                                    |

Insgesamt können 210 Credit Points (CP) erreicht werden.