HEILBRONN UNIVERSITY
OF APPLIED SCIENCES

Curriculum of International Business – Intercultural Studies

(Bachelor SPO BA7)

Introductory Studies

1. semester			2. semester		
Modul	**Course**	**ECTS**	**Modul**	**Course**	**ECTS**
G1.1	Business Administration	2/2,5	G5.1	Introduction to Economics	4/5
G1.2	Marketing	2/2,5	G6.1	Cost Accounting	2/2,5
G2.1	Human Resource Management	2/2,5	G6.2	Financial Management	2/2,5
G2.2	Intercultural Business	2/2,5	G7.1	Basic Studies in Law	4/5
G3.1	Statistics and Data Skills	4/5	G8.1	Introduction to Academic Research and Writing	4/5
G4.1	Financial Accounting	4/5	***G10.1***	***Foreign Language I – Professional English****	***4/5***
G9.1	***Foreign Language I – Business English****	***4/5***	***G12.1***	***Foreign Language II***	***4/5***
G11.1	***Foreign Language II****	***4/5***			

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**See page 3

Advanced Integrated Studies

3. semester			4. semester		
Modul	**Course**	**ECTS**	**Modul**	**Course**	**ECTS**
H1.1	Management Accounting	2/2,5	H5.1	Advanced Studies in Law	2/2,5
H1.2	Advanced Financial Accounting	2/2,5	H5.2	International Law and Relations	2/2,5
H2.1	Management	4/5	***H12.1***	***Intercultural Communication and Management******	***4/5***
H3	Economics (see page 3)	2/2,5	***H15.1***	***Foreign Language II***	***4/5***
H3	Economics (see page 3)	2/2,5	***T***	***Business Major******** ***Elective from 5 Specialisations***	***4/5***
H4.1	Applied Data Science	4/5	***T***	***Business Major*** ***Elective from 5 Specialisations***	***2/2,5***
H11.1	***Cultural and Economic Area Studies******	***4/5***	***T***	***Business Major*** ***Elective from 5 Specialisations***	***2/2,5***
H14.1	***Foreign Language II***	***4/5***	***T***	***Business Minor******** ***Elective from 6 Specialisations***	***4/5***

***See page 3
****See page 2 and 3

5. semester		
Modul	**Internship**	**ECTS**
P1	Internship	25
P2	Internship Seminar	5

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Advanced Integrated Studies

6. semester			7. semester		
Modul	**Course**	**ECTS**	**Modul**	**Course**	**ECTS**
H6.1	Business Seminar	4/5	H8.1	Business Simulation	4/5
H7.1	AI for Business Applications	2/2,5	H9.1	Business Ethics	2/2,5
H7.2	Digital Business	2/2,5	H9.2	Corporate Sustainability	2/2,5
H13.1	***Foreign Language I – Global English Language and Culture****	***4/5***	H10.1	Leadership & Communication	4/5
T	***BWL-Major Wahl aus 5 Schwerpunkten***	***5***	Z1	Bachelor Thesis	-/12
T	***BWL-Major Wahl aus 5 Schwerpunkten***	***10***	Z2	Thesis Seminar	2/3
T	***BWL-Major Wahl aus 5 Schwerpunkten***	***5***	H8.1	Business Simulation	4/5
T	***BWL-Minor Wahl aus 6 Schwerpunkten***				
T	***BWL-Minor Wahl aus 6 Schwerpunkten***				

*See page 3

Areas of specialisation Business Major and Business Minor *In the fourth semester, students must choose a B. Major worth 20 ECTS and a B. Minor worth 10 ECTS.*	
Marketing	**Financial & Management Accounting**
International Marketing	International Financial & Management Accounting
Marketing Cases	Consolidated Financial Statements
B2C-Marketing	Functional Management Accounting
B2B-Marketing	Business Analytics
Service Marketing	Taxes I: Income Taxation
Digital Marketing	Taxes II: Corporate Taxation
Market Research	Specific Issues in Accounting
Specific Issues in International Marketing	Specific Issues in Management Accounting
Marketing Projects	Specific Issues in Taxes
	Financial & Management Accounting Projects
Finance	**International Management**
International Finance	International Management
Derivatives	Global Leadership
Corporate Finance	Global Strategy
Financial Risk Management	Global Organisation
Sustainable Investments	Specific Issues in International Management
Specific Issues in Finance	International Management Projects
Mergers & Acquisitions	
Finance Projects	

Human Resource Management	**Produktions- und Logistikmanagement (only as a Minor!) Teaching language: German**
International Human Resource Management	Procurement Logistics
Employment Law	Production Logistics and Operations Management
Talent Management	Digital Logistics
Digital Human Resource Management	Supply Chain Management
International Human Resource Management Case Studies	
Specific Issues in International Human Resource Management	
International Human Resource Management Pro-jects	

Foreign Language I - Business and Professional English *Students must choose between entry levels B2 or C1.*	
Business English, B2	Business English, C1
Professional English, B2/C1	Professional English, C1
Global English Language and Culture, C1	Global English Language and Culture, C1

Regional Area Studies (Regionalschwerpunkte) und Foreign Language II *Students must choose a regional focus and the corresponding language.*
Orient (including North Africa) & Arabic Language
Eastern Europe & Russian Language
Francophone World & French Language
Spanish Speaking World & Spanish Language

Economics *Students must choose two courses from Module Economics in the third semester.*
Microeconomics
Macroeconomics
International Economics