Syllabus BA Degree Programme International Communication and Business
at International University SDI München, version of 29/09/2021

	Code	Name (course, module)	Type	Semesters 1. SWS	1. ECTS	2. SWS	2. ECTS	3. SWS	3. ECTS	4. SWS	4. ECTS	5. SWS	5. ECTS	6. SWS	6. ECTS	7. SWS	7. ECTS	Total SWS	Total ECTS	Assessment: type/duration	Weighting (according to ECTS)
PM	**M01**	**Introduction to Communication**		**4**	**5**													**4**	**5**	WE 60 min	
PF	LV1	Basics of Communication	V	2	3													2	3		
PF	LV2	Applied Communication	Ü	2	2													2	2		
PM	**M02**	**Introduction to Economics**		**5**	**7**													**5**	**7**	WE 60 min	
PF	LV1	Basics of Business Administration	V/S	3	4													3	4		
PF	LV2	Basics of Economics	V/S	2	3													2	3		
PM	**M03**	**Multilingual Competence: Compulsory Foreign Language for Corporate Communications I**		**4**	**5**													**4**	**5**	WE 60 min	
PF	LV1	Corporate Communications I	S/Ü	3	4													3	4		
PF	LV2	Cultural Analysis I	S/Ü	1	1													1	1		
PM	**M04**	**Multilingual Competence: Compulsory Elective Foreign Language for Corporate Communications I**		**5**	**8**													**5**	**8**	OrE 10 min	
PF	LV1	Corporate Communications I	S/Ü	4	6													4	6		
PF	LV2	Cultural Analysis I	S/Ü	1	2													1	2		
PM	**M05**	**Fundamentals of Scientific Work**		**3**	**5**													**3**	**5**	WE 60 min	
PF	LV1	Scientific Work	V/S	1	2													1	2		
PF	LV2	Scientific Methods and Data Collection	V/Ü	2	3													2	3		
PM	**M06**	**Intercultural Communication**				**4**	**6**											**4**	**6**	WE 60 min	
PF	LV1	Introduction to Intercultural Communication	V/S			2	3											2	3		
PF	LV2	Intercultural Competence	S/Ü			2	3											2	3		
PM	**M07**	**Internal and External Corporate Communications**				**3**	**5**											**3**	**5**	WE 60 min	
PF	LV1	Internal Corporate Communications	V/S			1	2											1	2		
PF	LV2	Marketing	V/S			2	3											2	3		
PM	**M08**	**International Business**				**4**	**6**											**4**	**6**	WE 60 min/Pofo	
PF	LV1	International Business Administration	V/S			2	3											2	3		
PF	LV2	Human Resources and Organisation	V/S			2	3											2	3		
PM	**M09**	**Multilingual Competence: Compulsory Foreign Language for Corporate Communications II**				**4**	**6**											**4**	**6**	Pofo	
PF	LV1	Corporate Communications II	S/Ü			3	5											3	5		
PF	LV2	Cultural Analysis II	S/Ü			1	1											1	1		
PM	**M10**	**Multilingual Competence: Compulsory Elective Foreign Language for Corporate Communications II**				**5**	**7**											**5**	**7**	WE 60 min	
PF	LV1	Corporate Communications II	S/Ü			4	5											4	5		
PF	LV2	Cultural Analysis II	S/Ü			1	2											1	2		

PM	**M11**	**Business Psychology**				**4**	**7**					**4**	**7**	WE 60 min/Pofo
PF	LV1	Business Psychology and Organisational Psychology	V/S			2	3					2	3	
	LV2	Behavioural Economics	V/S			2	4					2	4	
PM	**M12**	**International Cooperation**				**3**	**5**					**3**	**5**	WE 60 min
PF	LV1	International Relations and Cooperation	V/S			2	3					2	3	
PF	LV2	International Cooperation and Aid Organisations	V/S			1	2					1	2	
PM	**M13**	**Law and International Trade Relations**				**4**	**6**					**4**	**6**	WE 60 min
PF	LV1	Fundamentals of Commercial Law	V/S			2	3					2	3	
PF	LV2	International Trade Relations and Economic Organisations	V/S			2	3					2	3	
PM	**M14**	**Multilingual competence: Compulsory Foreign Language for corporate communications III**				**3**	**5**					**3**	**5**	OrE 20 min
PF	LV1	Corporate Communications III	S/Ü			2	3					2	3	
PF	LV2	Cultural Analysis III	S/Ü			1	2					1	2	
PM	**M15**	**Multilingual Competence: Compulsory Elective Foreign Language for Corporate Communications III**				**5**	**7**					**5**	**7**	Pofo
PF	LV1	Corporate Communications III	S/Ü			4	5					4	5	
PF	LV2	Cultural Analysis III	S/Ü			1	2					1	2	
PM	**M16**	**Economics Methodology**						**4**	**6**			**4**	**6**	WE 60 min
PF	LV1	Accounting	V/S					2	3			2	3	
PF	LV2	Statistics	V/S					2	3			2	3	
Wahlpflicht	**M17**	**Economic Specialisation and Project Management (Compulsory Elective I)**						**4**	**8**			**4**	**8**	Pr/ oral report
	LV1	Project Management	V/S					2	4			2	4	
	LV2	Compulsory Elective Subject (I)	V/S					2	4			2	4	
PM	**M18**	**Multilingual Competence: Compulsory Foreign Language for Corporate Communications IV**						**4**	**8**			**4**	**8**	Pofo
PF	LV1	Writing Training	S/Ü					2	4			2	4	
PF	LV2	Linguistic and Cultural Mediation	S/Ü					2	4			2	4	
PM	**M19**	**Multilingual Competence: Compulsory Elective Foreign Language for Corporate Communications IV**						**5**	**8**			**5**	**8**	OrE 10 min
PF	LV1	Corporate Communications IV	S/Ü					4	6			4	6	
PF	LV2	Cultural Analysis IV	S/Ü					1	2			1	2	
Praxis	**M20**	**Practical Study Semester with Research**								**30**		**0**	**30**	Pofo
	LV1	Internship Abroad								28		0	28	
	LV2	Research								2		0	2	
PM	**M21**	**Project Management in an International Context**									**6** **11**	**6**	**11**	PA
PF	LV1	International Management	V/S								2 2	2	2	
PF	LV2	Intercultural Teams and Telecollaboration	V/S								1 2	1	2	
PF	LV3	Project Work	S								3 7	3	7	
PM	**M22**	**EU and Global Studies**									**3** **7**	**3**	**7**	Presentation/ oral report
PF	LV1	EU and Global Studies	V/S								2 4	2	4	
WPF	LV2	Multilingual Research Project	S								1 3	1	3	
PM	**M23**	**Entrepreneurship and Innovation**									**3** **6**	**3**	**6**	10-page CwP
PF	LV1	Entrepreneurship	V/S								2 4	2	4	

PF	LV2	Innovation in an International Context	V/S											1	2		1	2	
PM	**M24**	**Multilingual Competence: Compulsory Elective Foreign Language for Corporate Communications V**												**4**	**6**		**4**	**6**	WE 60 min
PF	LV1	Corporate Communications V	S/Ü											2	3		2	3	
PF	LV2	Writing Training	S/Ü											2	3		2	3	
Wahlpflicht	**M25**	**International Negotiations and Compulsory Elective Subject II**														**4**	**9**	**4**	**9**	OrE 20 min
	LV1	International Negotiations	V/Ü													2	4	2	4	
	LV2	Compulsory Elective Subject (II)	V/S													2	5	2	5	
PM	**M26**	**Multilingual Competence: Compulsory Elective Foreign Language for Corporate Communications VI**														**4**	**6**	**4**	**6**	OrE 10 min
PF	LV1	Corporate Communications VI	S/Ü													2	3	2	3	
PF	LV2	Linguistic and Cultural Mediation	S/Ü													2	3	2	3	
	M27	**Completon of Bachelor's degree**														**0**	**15**	**0**	**15**	ECTS × 3
PF	LV1	Bachelor's Thesis														0	12	0	12	
PF	LV2	BA OrE														0	3	0	3	OrE 60 min
		Number of hours per semester		**21**		**20**		**19**		**17**		**0**		**16**		**8**		**101**		
		ECTS per semester			**30**		**30**		**30**		**30**		**30**		**30**		**30**		**210**	

Legend:

Assessment types

WrE: Written exam | **OrE**: OrE | **CwP**: coursework paper | **Pjt**: project | **Pofo:** portfolio | **Pr/OrR:** presentation or oral report

Courses

WPM: compulsory elective module | **PM:** compulsory module | **PF:** compulsory subject | **WPF**: compulsory elective subject | **V**: lecture | **Ü**: exercise | **S**: seminar | **LV:** course

(I)

(a) International Aspects of Marketing and Sales
(b) Event Management
(c) Economics and Business Ethics
(d) International Human Ressources and Talent Management
(e) Analysing Special Organisational Forms

(II)

(a) Social Media and Brand Management
(b) Quality Management and Customer Experience
(c) Change Management: Mergers and Acquisitions
(d) Corporate Social Responsibility
(e) Procurement and Logistics
(f) Business Cases Development