# Bachelor International Management – Curriculum as of winter semester 2024/25

HOCHSCHULE OSNABRÜCK
UNIVERSITY OF APPLIED SCIENCES

| International Management, B.A. | | | | | | |
|---|---|---|---|---|---|---|
| **Semester** | **1st stage of studies** | | | | | |
| **1** | Principles of Business Management | Financial Statements (IFRS) | Human Resource Management and Legal Systems | European Law and Taxation Issues | Business Mathematics | Microeconomic Theory and Policy |
| | 5 ECTS credits | 5 ECTS credits | 5 ECTS credits | 5 ECTS credits | 5 ECTS credits | 5 ECTS credits |
| **2** | Production, Logistics and Procurement | Financial Management | Principles of Marketing | Foreign Business Language = Spanish B1 (Business L.) / French B1 (Business L.) / Chinese A1 / Russian A2 / German B1.1 (Business L.) for international students | Statistics | Information Management |
| | 5 ECTS credits | 5 ECTS credits | 5 ECTS credits | 5 ECTS credits | 5 ECTS credits | 5 ECTS credits |
| | **2nd stage of studies** | | | | | |
| **3** | Specialisation Module 1 | Cultural Management | Sustainable Value Creation | Management Tools and Academic Writing | | Macroeconomic Theory and Policy |
| | 5 ECTS credits | 5 ECTS credits | 5 ECTS credits | 10 ECTS credits | | 5 ECTS credits |
| **4** | Specialisation Module 2 | Applied Data Research | Management Concepts | Applied Business Project and Project Management | | International Economics |
| | 5 ECTS credits | 5 ECTS credits | 5 ECTS credits | 10 ECTS credits | | 5 ECTS credits |
| **5** | 2 Block Seminars | Specialisation Module 3 (abroad) | Electives Abroad | | | |
| | 5 ECTS credits | 5 ECTS credits | 20 ECTS credits | | | |
| **6** | Internship and Academic Project | | | | Bachelor Thesis | |
| | 18 ECTS credits | | | | 12 ECTS credits | |

International skills | Competences in digitization | Competences in applied business management

**Optional specialisations**

| Specialisation | Module 1<br>(5 ECTS credits) | | Module 2<br>(5 ECTS credits) | Module 3<br>(5 ECTS credits) | |
|---|---|---|---|---|---|
| **Global Marketing** | Principles of International Marketing | | Digital Marketing and Analytics | Advanced Topics in Marketing (abroad) | |
| **Finance and Control** | Management Accounting | | Treasury-Management | Advanced Topics in Finance and Control (abroad) | |
| **International Human Resource Management** | International Human Resource Management | | Trends and Challenges in Human Resource Management | Advanced Topics in Human Resource Management (abroad) | |
| **International Economy** | Enterprises and Globalisation | | Current Issues in the Global Economy | Advanced Topics in Economics (abroad) | |
| **International Logistics** | Logistics in International Supply Chains | | Procurement and Production Logistics<br>[further modules in logistics to be selected alternatively] | Advanced Topics in Logistics (abroad) | |
| **International Event Management** | Principles of Event Management | | The International Event Market<br>[further modules in event management to be selected alternatively] | Advanced Topics in Event Management (abroad) | |
| **Sustainability Management** | Societal Perspectives on Sustainable Development | *alternatively:*<br>Growth and Development | Corporate Social Responsibility | Advanced Topics in Sustainability Management (abroad) | |
| **Digital Enterprise** | End-User Computing | | E-Entrepreneurship:<br>The Enterprise of the Future | Advanced Topics in Digital Business (abroad) | |
| **Business Spanish** | Spanish B2 | | Spanish C1.1 | Spanish Language and Culture (abroad) | |
| **Business French** | French B2 | | French C1.1 | French Language and Culture (abroad) | |
| **Business Chinese** | Chinese A2.1 | | Chinese A2.2 | Chinese Language and Culture (abroad) | |
| **Business Russian** | Russian B1 | | Russian B2.1 | Russian Language and Culture (abroad) | |
| *Option for international students:*<br><br>**German as a foreign language: Business German** | Business German B1.2<br>by Faculty WiSo | *alternatively:*<br>German B1.2<br>by Center for International Students, *complemented by tutorial in business language* | German B2.1<br>by Center for International Students, *complemented by tutorial in business language* | German B2.2<br>by Center for International Students, *complemented by tutorial in business language* | German Language and Culture (abroad)<br>*if students spend a study semester abroad* |