BBA International Marketing

	1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester	7. Semester
General Skills and Competencies	Social and Methodical Competencies 2 Credits E	German B1 Language test D	Preparation Year Abroad 1 Credit E				
Business Administration	Business Administration I 6 Credits E/D	Business Administration II and Corporate Taxation 5 Credits E/D	Managing Digital Transformation 5 Credits E			Management Simulation 2 Credits E/D	Strategic Management 3 Credits E
	Information Systems 5 Credits E	Foundation of Cost and Performance Accounting 5 Credits E/D	Financial Accounting and Financial Management 7 Credits E				Management Seminar 5 Credits E/D
Economics / Ethics / Social Responsibility	Microeconomics 6 Credits E	Macroeconomics 5 Credits E	International Economics 5 Credits E				Ethics and Social Responsibility 5 Credits E/D
Law	Contract Law 5 Credits E	Corporate Law 6 Credits E					
Mathematics and Quantitative Methods	Analysis and Linear Algebra 3 Credits E	Descriptive Statistics 3 Credits E	Inferential Statistics 3 Credits E				
	Financial Mathematics 2 Credits E	Mathematical Optimization 2 Credits E	Multivariate Statistical Methods 4 Credits E				
Study focus	Introduction into Marketing 1 Credits E	Fundamentals of Marketing 5 Credits E	Consumer and Communication Research 5 Credits E	Marketing Communications 5 Credits E	Management in Specific Industries 6 Credits E	Internship 29 Credits	Scholarly Colloquium 2 Credits E/D
				Special Aspects in Marketing 5 Credits E	Quantitative Market Research 9 Credits E		Thesis 12 Credits E/D
				Electives 12 Credits E	Digitalization in Marketing 5 Credits E		Oral Examination 3 Credits E
				Marketing Research Project 8 Credits E	International Aspects in Marketing 8 Credits E		

E / D — This course can be taken in either English or German

E — This course can only be taken in English

Year abroad for students with German university entry qualification