

Annex 1

Curriculum

Bachelor Programme International and Business Management

Stage 1

| Module <i>The examination requirements are linked to the modules and an integral part of these examination regulations</i> | Semester | | Credits | Nature and extent of the subject examinations | |
|---|----------|----|-----------|---|---------------|
| | 1. | 2. | | PL | LN |
| Business in Context | X | | 5 | K2 | |
| Principles of Economics | X | | 5 | K2/H/R* | |
| Communication and Key Qualifications | X | | 5 | | M/R/H/ PB* |
| Business Language 2 Level A | X | | 5 | K1**/H + M/R | |
| Principles of Information Management | X | | 5 | K2/H* | |
| Business Language 1 (Engl.) Level C*** | X | | 5 | K1**/H + M/R | |
| Business Mathematics | | X | 5 | K2 | |
| Business Language 2 Level B1 | | X | 5 | K1**/H + M/R | |
| Marketing and Logistics | | X | 5 | K2 | |
| Financial Management | | X | 5 | K2 | |
| European Integration | | X | 5 | K2/H/R* | |
| Accounting | | X | 5 | K2 | |
| Total sum | | | 60 | | |

Legend:

- *) at the discretion of the examiner
 **) Instead of the written examination (50 % of the module mark), two brief tests of 30 minutes each can be held. The marks given for the brief tests constitute 50 % of the module mark. The other 50 % of the mark arise from the oral examination resp. presentation.
 ***) Students take the course English Level C or a module of a third language of which the level depends on the initial language proficiency.

PL graded examination
 LN ungraded coursework or examination
 H assignment
 K1 K2 written examination, time allowed: 1 or 2 hours
 M oral examination
 R presentation
 PB project report

Note: A K2 examination can be replaced by a K1 examination plus assignment(s).

Annex 2

Curriculum Bachelor Programme International Business and Management

Stage 2

| Module <i>The examination requirements are linked to the modules and an integral part of these examination regulations</i> | Semester | | | | Credits | Nature and extent of the subject examinations | |
|---|----------|----|----|----|---------|---|--------|
| | 3. | 4. | 5. | 6. | | PL | LN |
| Controlling | X | | | | 5 | K2 | |
| Management Tools | X | | | | 5 | K2/H/R* | |
| Taxes | X | | | | 5 | K2 | |
| Cultural Management | X | | | | 5 | K2/R/M/Exp* | |
| Statistics | X | | | | 5 | K2 | |
| Business Language 2 Level B2 | X | | | | 5 | K1****/H + M/R | |
| Management Concepts | | X | | | 5 | K2/H/R* | |
| Economic Policy | | X | | | 5 | K2/M/H* | |
| 2 Block Seminars*** | | X | | | 5 | | Pr/PB* |
| Elective – Abroad | | X | | | 10 | PB**** | |
| Human Resources and Labour Law | | X | | | 5 | K2 | |
| Business Management Project and Communication | | | X | | 10 | K2/PB/M/R* | |
| Business Law | | | X | | 5 | K2/H* | |
| Specialisation A 1** | | | X | | 5 | K2/H/R/M/PB* | |
| Specialisation A 2** | | | X | | 5 | K2/H/R/M/PB* | |
| Specialisation A 3** | | | X | | 5 | K2/H/R/M/PB* | |
| Academic Project | | | | X | 20 | | PB + M |
| Bachelor Dissertation | | | | X | 10 | BA Dissertation+M | |
| Total sum | | | | | 120 | | |

Legend:

- *) at the discretion of the examiner
- **) The specialisation is to be selected from the offer of modules specified on the last page
- ***) successful participation in two different block seminars (one of them has to be given in English)
- ****) in accordance with the course offer of the partner university
- *****) Instead of the written examination (50 % of the module mark), two brief tests of 30 minutes each can be held. The marks given for the brief tests constitute 50 % of the module mark. The other 50 % of the mark arise from the oral examination resp. presentation.

| | |
|-------|---|
| PL | graded examination |
| LN | ungraded coursework or examination |
| H | assignment |
| K1 K2 | written examination, time allowed: 1 or 2 hours |
| M | oral examination |
| R | presentation |
| PB | project report |
| Pr | practical exercise |
| Exp | experimental exercise |

Note: A K2 examination can be replaced by a K1 examination plus assignment(s).

Graded examinations have to be passed in German at least to an extent of 20 credits. Credits that have been attained abroad cannot be considered here.

Examination attempts initially made in one language have to be done in the same language in the resit.

Organisation of Semester 4:

In principle, semester 4 is planned as study semester abroad (only compulsory for German students resp. students who have obtained their higher education entry qualification in Germany). Level B of the language of instruction at the chosen university abroad has to be completed as an admission requirement.

In the planning, modules of the second stage of studies covering 30 credit points can be fixed in a Learning Agreement (LA) differing from the standard course structure, however, with the exception of the following modules: Human Resources and Labour Law, Taxes, Business Law, Block Seminars as well as Academic Project and Bachelor Dissertation. The study semester abroad can only be assessed as passed if at least 20 credit points have been obtained abroad. The elective abroad has to be completed in any case. The dean of studies decides on exceptions.

**Optional offer of specialisations for the Bachelor Programme
International Business and Management (E):**

IMPORTANT:

Choice from the specialisations offered by the faculty in the respective semester according to the course structure. It is, however, not guaranteed that *each* module will be offered in every semester.

| Specialisations | Module 1 | Module 2 | Module 3 |
|------------------------------------|---|--|---|
| Marketing | <u>Marketing Research (1)</u> | <u>Marketing Project (2)</u> | <u>Marketing Mix (3)</u> |
| Event Management | <u>Principles of Event Management: The Event Market (1)</u> | <u>Management of Events and Event-Related Services (2)</u> | <u>Event Management Project (3)</u> |
| Human Resource Management | <u>Human Resource Marketing and Development (1)</u> | <u>Leadership Training (2)</u> | <u>Case Studies in Labour Law (3)</u> |
| Controlling | <u>Strategic and Project Controlling (1)</u> | <u>Cost Accounting and Budgeting (2)</u> | <u>Group Reporting (3)</u> |
| Logistics | <u>Logistics Systems (1)</u> | <u>Logistics Processes (2)</u> | <u>Logistics Seminar (3)</u> |
| International Business and Economy | <u>External Economy (1)</u> | <u>Current Issues in the World Economy (2)</u> | <u>Enterprise and Globalisation: Module to be selected from options (3)</u> |
| Corporate Finance | <u>Principles of Corporate Financing (1)</u> | <u>Financial Markets and Valuation (2)</u> | <u>Asset Management/ Merger Management (3)</u> |
| Taxes | <u>Profits Taxes and Taxes on Non-Income Values (1)</u> | <u>Tax Procedural Law and Tax on Capital Movements (2)</u> | <u>Enterprise and Taxation (3)</u> |
| Auditing and Accounting | <u>Auditing (1)</u> | <u>Accounting according to Tax Law (2)</u> | <u>International Accounting/ Consolidated Accounting (3)</u> |
| Law of Financial Services | <u>Capital Market Law (1)</u> | <u>Private Insurance Law (2)</u> | <u>Credit, Finance and Investment Law (3)</u> |