

1. Semester

Business Administration 1: Principles of Business Economics

- Introduction to Business Administration, Procurement & Production
- Marketing

Business Administration 2: Financial Reporting

- Financial Accounting 1
- Financial Reporting & Business Taxation 1

Mathematical Basics

- Business Mathematics
- Statistics 1

Business English 1

- Business Correspondence

Spezialisierungsmodule

Core Competencies

- Introduction to Information Systems
- Scientific Methods
- Calculation Software
- Rhetoric
- Project Management

Programming

- Object-oriented Programming
- Mobile Application Development

2. Semester

Business Administration 3: Managerial Accounting

- Investment & Financing
- Cost Accounting

Economics 1: Principles of Economics

- Microeconomics
- Macroeconomics

Applied Statistics

- Statistics 2
- Market Research

Business English 2

- Moderation & Presentation

Spezialisierungsmodule

Informatics

- Computer Engineering & Science
- Communication Networks & Distributed Systems
- Hacking & IT Security

Web Engineering

- Web Application Development

3. Semester

Business Administration 4: Human Resources & Organization Management

- Human Resource Management
- Organization

Business Administration 5: Business Management

- Principles of Corporate Management
- Service Management

Economics 2: Basics of Political Economy

- Economic Policy
- Corporate Social Responsibility

Business English 3

- Negotiation

Spezialisierungsmodule

Business Information Systems 1

- Business Application Systems
- ERP Systems

Business Information Systems 2

- Database Systems
- IT Law & Data Protection

4. Semester

Auslandssemester

- in Europa oder Übersee

5. Semester

Software Engineering

- Software Architectures & Technology
- Usability & User Experience

E-Business

- E-Procurement
- Digital Process Management
- E-Commerce

Workshop/Praxisseminar

Wahlmodul (1 aus 2)

General Management

- Strategic Management
- Leadership & Motivation
- Crisis Management & Recapitalization

Business Communication

- Internal Communication
- Investor Relations
- Global Communications

6. Semester

Data Science

- Business Intelligence
- Business Analytics
- Business Modelling & Decision-Making Project

Digital Business

- IT Management
- Digital Business Models & Transformation
- Digital Services & Products

Bachelor-Thesis

Wahlmodul (1 aus 2)

Corporate Structuring

- Investment Management
- Corporate Finance
- Mergers & Acquisitions

Consulting

- Consulting Instruments
- Management of Consulting Projects
- Consulting Project/Tender Pitch