

Curriculum

Optional Module	Economic Policy & International Economic Framework	Bachelor Thesis			Colloquium	6
Internship or Study Abroad						5
Marketing Information Systems & Customer Relationship Management	E-Commerce	Social Media & Marketing Communication online	Big Data	Language II Teil: 2	Business Project IV: Company Tasks	4
International Management	Sales Law	Business Informatics	Brand Management & Product Management	Language II Teil: 1	Business Project III: Sales Concept Development	3
Procurement & Supply Chain Management	Sales Management	Accounting	Applied Statistics & Market Research	Language I Teil: 2	Business Project II: Business Simulation	2
Marketing	Sales	Business & Economics	Applied Mathematics & Pricing	Language I Teil: 1	Business Project I: Project Management, Digital Work & Communication	1
Business Fundamentals	Mobility	Skills	Language	Business Projects		