

## BSc International Management - Short descriptions of modules

The BSc International Management program has been revised and supplemented with new modules. The detailed module descriptions will be posted here as soon as the respective module is offered for the first time.

### Second Year: 60 ECTS Credits

<b>Intermediate Economics</b> 6 ECTS-Credits	Intermediate microeconomics and macroeconomics
<b>Culture or a Foreign Language</b> 6 ECTS-Credits	Regional or national topics: culture, history, business practices or study of another foreign language
<b>Intermediate Accounting</b> 6 ECTS-Credits	Financial reporting, asset valuation, revenue recognition, financial analysis, international accounting standards (IAS)
<b>Intermediate Finance</b> 6 ECTS-Credits	Capital budgeting, risk management, capital Structure, cost of capital, corporate valuation, mergers and acquisitions (M&A)
<b>Intermediate Marketing</b> 6 ECTS-Credits	Marketing technology and AI-based marketing, growth hacking and marketing for start-ups, behavioral and sustainability marketing, product, and Innovation management
<b>International Politics and Business</b> 6 ECTS-Credits	Political systems, international diplomacy, political risk management, state and market Interactions, geopolitical conflicts and resolutions, global governance structures, transnational policy-making, international trade, global supply chain management, emerging markets, business ethics in a global context
<b>Operations and Process Management</b> 6 ECTS-Credits	design, control, and improve processes in the company; process management, process and product design, supply chain management, lean management, planning and control of service provision processes (operations), technology management, circular economy
<b>Electives</b> 18 ECTS-Credits	Modules on regional or national business topics or internship credited by host institution