

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.

Third Year: 60 ECTS Credits

International Strategic Management 6 ECTS-Credits	Corporate strategy, strategic management, evaluation of strategic projects, strategies for internationalization and sustainable growth, strategy implementation, and international operations
Human Resources 3 ECTS-Credits	Concepts, and theories of human resources management, retention, appraisal and development of people in global companies
Research Design 3 ECTS-Credits	Research in the social sciences, foundations of research: Topic identification, problem statement, conceptual and theoretical frameworks, research design and methodology: Data collection, Analysis, and interpretation
Integration II - Fieldwork 6 ECTS-Credits	Managerial decision-making, working with cases, and business simulation in the area of international management
Corporate Responsibility 3 ECTS-Credits	Theories, models, and concepts of sustainability and corporate social responsibility; stakeholders
International Business Project 6 ECTS-Credits	Project work in the area of international management and business research methods
Elective I or Study Trip 3 ECTS-Credits	Doing business in a specific country or region with an on-site experiential learning component or an elective in the area of international business and management
Internationalization & Market Entry 3 ECTS-Credits	Theories of Internationalization, modes of new market expansion, understanding, planning, and executing international growth
Business Psychology 3 ECTS-Credits	Organizational psychology, workplace behavior, employee motivation, leadership development, organizational culture, and human resource management
Entrepreneurship and Innovation 3 ECTS-Credits	Differences between born globals, early internationalizes and general internationalization, business models, planning internationalization of E & I (finance, networks, organization, etc.), impact of digitalization, impact of diplomacy and democracy
Electives II & III 2 X 3 ECTS-Credits	International business, international management, marketing, finance, international relations, or political Science

Bachelor's Thesis
15 ECTS-Credits

Independent, research-based paper aimed at solving business problems in areas of international business and management