

Kompetenzbereich	1. Semester	2. Semester	3. Semester
Management	Business Administration Basics 5	Organizational Management 5	Controlling und Steuern 5
	Historie und Trends der Betriebswirtschaft 2	Personal 2	Controlling 2
	Marketing 3	Organisation 3	Steuern 3
	Accounting & Mathematics 6	Corporate Accounting 5	Corporate Management 6
	Accounting (+Tutorium) 3	Bilanzierung 2	Unternehmensführung 3
	Wirtschaftsmathematik (+Tutorium) 3	Kostenmanagement 3	Finanzierung & Investition (+Tutorium) 3
	Value Chain Management I 6	Value Chain Management II 6	Management Practice 6
	Logistik & Beschaffung 3	Produktionsmanagement 3	Marktforschung 3
	Projekt- und Prozessmanagement 3	Business Application Systems 3	Value Chain Management mit SAP 3
Economics and Statistics	Economics: Theory 6	Quantitative Research 5	Economic Policy 5
	Microeconomics 3	Deskriptive Statistik 2	Economic Policy and Market Regulation 2
	Macroeconomics 3	Stochastik 3	International Economics 3
	Economics Tutorial		
Law	Wirtschaftsprivatrecht: Zivilrecht 2	Wirtschaftsprivatrecht: Handels- & Gesellschaftsrecht 3	Arbeitsrecht 3
Practice (Sum of 12 weeks)	Internship 2	Internship 3	Internship 7
Business English	Correspondence 2	Ethics 2	Case Studies 2
Soft Skills	Kommunikation & Präsentation 1	Wissenschaftliches Arbeiten 1	Team & Mediation 1
	30	30	30
Spezialisierung Automotive Management			
Automotive Management I	Automobilwirtschaft 2	Automobilvertrieb & -marketing 2	

● = Credit points per course (ECTS -> recognized within Europe)

● = Sum of credit points per module/semester/total

4. Semester	Modul	5. Semester	6. Semester
Auslandssemester (Study Abroad)	Pflichtmodul		8
	Corporate Management 8	Strategisches Management 2	Corporate Development 2
		Sector Management 2	Personalmanagement 2
	Wahlpflichtmodule (4 aus 8 zu wählen)		40
	Controlling 8	Strategisches Controlling 2	Operatives Controlling 2
		Process & Project Controlling 2	Controlling auf Basis integrierter Informationssysteme 2
	Finance 8	Mergers & Acquisitions 2	Investment Analysis & Portfolio Management 2
		Financial Risk Management 2	Derivative Finanzmarktinstrumente 2
	Accounting, Taxation & Auditing 8	Annual Statements & Auditing 2	Business Valuation 2
		Rating 2	Taxes 2
	Customer Relationship Management 8	Strategic CRM 2	Operational CRM 2
		Customer Relationship Measurement 2	Case Studies CRM 2
	Marketing 8	Marketing Performance Measurement 2	International Marketing & Sales 2
		Strategic Marketing 2	Communication & Brand Management 2
	E-Business (New Media Lab) 8	New Forms of Corporate Communication 2	E-Commerce/M-Commerce/Social Commerce 2
		Online/Mobile Business and Revenue Models 2	Website Optimization/Search Engines/Social Optimization 2
	Supply Chain Management 8	Material Management 2	Material Flow Systems 2
		Transportation Logistics 2	Case Studies Supply Chain Management 2
	Entrepreneurship 8	Business- & Finanzplanung 2	Economics & Management of Networks 2
		Wissens- & Innovationsmanagement 2	Business Start-up Simulation 2
	Management Tools & Internship 8	Management Tools 2	
		Internship (8 weeks) 6	
	Research 12	Wissenschaftliches Arbeiten mit Kolloquium 2	Bachelor Thesis 10
30		30	30

180

Spezialisierung Automotive Management		
Automotive Management II 8	Automotive Quality Management & Engineering 2	Automotive-Management & -Controlling 2
	Sourcing- & Supply Chain Management 2	Market-oriented Case Studies 2