

# General Study Plan



## Bachelor in International Business Study and Exam Regulations 2013

Technische Hochschule Nürnberg Georg Simon Ohm  
Bahnhofstraße 87, D-90402 Nürnberg  
Phone: +49-(0)911-5880-2888  
ib-bachelor-ib@th-nuernberg.de  
[www.th-nuernberg.de/ib](http://www.th-nuernberg.de/ib)



## First part of the program

Sem.	Module	SWS	ECTS	Course Assessments
1. Semester	Business Mathematics	4	5	schrP, Ref, StA
	Foundations of Business Administration	4	5	schrP, Ref, StA
	Financial Accounting	4	5	schrP, Ref, StA
	Business Law	4	5	schrP, Ref, StA
	Basic Study Techniques Presentation and Communication Techniques Scientific Methods and Research	2+2	5	LN
	Business Language Ia	4	4	schrP, Ref, StA
2. Semester	Informatics	4	5	schrP, Ref, StA
	Cost Accounting	4	5	schrP, Ref, StA
	Statistics	4	5	schrP, Ref, StA
	Economics I (Microeconomics)	6	8	schrP + LN
	Intercultural Communication	2	3	schrP, Ref, StA
	Business Language Ib	4	4	schrP, Ref, StA
	Business Language IIa	4	4	schrP, Ref, StA
3. Semester	Economics II (Macroeconomics)	6	8	schrP + LN
	Operations and Environmental Management	2+2	5	schrP, Ref, StA
	Marketing	4	5	schrP, Ref, StA
	Personnel Management	4	5	schrP + LN
	Finance, Investment and Capital Budgeting	4	5	schrP, Ref, StA
	Business Language IIb	4	4	schrP, Ref, StA
<b>First part of the program</b>			<b>95</b>	

## Second part of the program

Sem.	Module	SWS	ECTS	Course Assessments
4. Semester	Internship The practical part comprises at least 20 weeks (full time) and must be completed in a company or organization abroad.		29	
5. Semester	Study Abroad			Dependent on the types of exams of the respective university.
	Business Electives Abroad	14	21	
	General Electives Abroad	4	4	
<b>Second part of the program</b>			<b>54</b>	

### Third part of the program

Sem.	Module	SWS	ECTS	Course Assessments
6. Semester	Internship Seminar	1	1	Ref, StA
	International Business Law	4	6	schrP, Ref, StA
	International Business Administration I International Financial Management International Accounting and Taxation	2+2	7	schrP, Ref, StA
	International Business Administration II International Pricing Strategies Case Studies in International Business	2+2	7	schrP, Ref, StA
	Project Work	4	6	schrP, Ref, StA
	Focus Electives I	4	7	schrP, Ref, StA
7. Semester	Management Strategic Management International Management with Cases	4+2	7	schrP, Ref, StA
	Focus Electives II	4	7	schrP, Ref, StA
	Bachelor's Thesis Bachelor's Thesis Bachelor Seminar		13	Bachelor Seminar: Ref (20-30),/Kol
<b>Third part of the program</b>			<b>61</b>	
<b>Total ECTS of the program</b>			<b>210</b>	

#### Abbreviations

SWS	Semesterwochenstunden (weekly hours per semester)
ECTS	European Credit Transfer System
schrP	Schriftliche Prüfung (written examination)
Ref	Referat (presentation)
StA	Studienarbeit (research project)
LN	Studienbegleitender Leistungsnachweis (semester assessment)