

General Study Plan



Bachelor in International Business Study and Exam Regulations 2013

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First part of the program

Compulsory Modules 1-10

Sem.	No.	Module	SWS	ECTS	Type of Course	Type of Exam	Language of Lecture and Exam	Prerequisites
1. Semester	1	Business Mathematics	4	5	SU	Written exam (90 min.)	English	None
	2	Foundations of Business Administration	4	5	SU	Written exam (90 min.) and presentation or written assignment	English	None
	3	Financial Accounting	4	5	SU	Written exam (90 min.)	English	None
	7	Business Law	4	5	SU	Written exam (90 min.)	English	None
	8	Basic Study Techniques Presentation and Communication Techniques Scientific Methods and Research	2+2	5	Ü S	Presentation Two written assignments	English	None
	9	Business Language Ia	4	4	S/Ü	Written exam (90 min.)	English	Advanced knowledge in English (at least B2)
2. Semester	6	Informatics	4	5	SU/Ü	Written exam (90 min.)	English	None
	4	Cost Accounting	4	5	SU	Written exam (90 min.)	English	Recommended course: <i>Financial Accounting</i>
	5	Statistics	4	5	SU	Written exam (90 min.)	English	None
	13	Economics I (Microeconomics)	6	8	SU	Written exam (90 min.) and midterm exam (90 min.)	English	None
	10	Intercultural Communication	2	3	S/Ü	Written exam (90 min.)	English	None
	9	Business Language Ib	4	4	S/Ü	Written exam (90 min.)	English	Advanced knowledge in English (B2 level)
	10	Business Language IIa	4	4	S/Ü	Written exam (90 min.) and presentation	French, Italian, Spanish, German	Intermediate knowledge (A2 level)

3. Semester	14	Economics II (Macroeconomics)	6	8	SU	Written exam (90 min.) and midterm exam (90 min.)	English	None
	15	Operations and Environmental Management	2+2	5	SU/S	Written exam (90 min.)	English	Operations Management: Knowledge of mathematics and statistics for business
	16	Marketing	4	5	SU	Written exam (90 min.)	English	None
	17	Personnel Management	4	5	SU	Written exam (90 min.) and assignment	English	None
	18	Finance, Investment and Capital Budgeting	4	5	SU/S	Written exam (90 min.)	English	None
	10	Business Language IIb	4	4	S/Ü	Written exam (90 min.) and presentation	French, Italian, Spanish, German	Successful completion of B1 course
First part of the program			95					

Second part of the program

Compulsory Modules 11-12

Sem.	No.	Module	SWS	ECTS	Type of Course	Type of Exam	Language of Lecture and Exam	Prerequisites
4. Semester	12	Internship The practical part comprises at least 20 weeks (full time) to be completed in a company or organization abroad		29		Internship report	English	At least 60 ECTS in total must have been earned (SPO section 10)
5. Semester	11	Study Abroad Business Electives Abroad General Electives Abroad	14 4	21 4	V, S, SU V, S, SU	Dependent on the types of exams of the respective university	Dependent on the respective university	At least 60 ECTS in total must have been earned (SPO section 10)
Second part of the program			54					

Third part of the program

Compulsory Modules 13-21 and 24-26 / Elective Modules 22-23

Sem.	No.	Module	SWS	ECTS	Type of Course	Type of Exam	Language of Lecture and Exam	Prerequisites
6. Semester	12	Internship Seminar	1	1	S	Applied group assignment (incl. presentation)	English	Completion of the internship
	19	International Business Law	4	6	SU	Written exam (90 min.)	English	Successful completion of <i>Business Law</i>
	20	International Business Administration I International Financial Management International Accounting and Taxation	2+2	7	SU/S SU	Written exam (90 min)	English	Successful completion of <i>Finance, Investment & Capital Budgeting and Financial Accounting</i>
	21	International Business Administration II International Pricing Strategies Case Studies in International Business	2+2	7	SU SU	Written exam (90 min.) and group presentation Written assignment and presentation	English	International Pricing Strategies: Advanced knowledge in Marketing
	25	Project Work	4	6	S	Presentation and written assignment	English	Basic knowledge of German language as some presentations can be made in German
	22	Focus Electives I	4	7	SU	Depending on the course(s) chosen	English (preferably) or German	Depending on the course(s) chosen

7. Semester	24	Management Strategic Management International Management with Cases	4+2	7	SU SU	Written exam (60 min.) and presentation Written exam (60 min.)	English	Strategic Management: Completion of <i>Foundations of Bus. Administration</i>
	23	Focus Electives II	4	7	SU	Depending on the course(s) chosen	English (preferably) or German	Depending on the course(s) chosen
	26	Bachelor's Thesis Bachelor's Thesis Bachelor Seminar		13	S	Thesis Presentation	English	At least 140 ECTS and completion of practical part of internship
		Third part of the program		61				
		Total ECTS of the program		210				

Abbreviations

No.: Modulnummer (*Module Number*), ECTS: European Credit Transfer System, S: Seminar, SU: Seminaristischer Unterricht (*Seminar-style Lecture*), SWS: Semesterwochenstunden (*Weekly hours per semester*), Ü: Übung (*Exercise/Recitation*), V: Vorlesung (*Lecture*)

Career Focus Options

You are required to choose **14 ECTS from focus and general electives**. You may either spread your subjects over two or more fields, including general electives, or choose one field of specialization, e.g. Marketing, Finance.

Should you decide to specialize in a particular area, this **career focus**, upon request, will be shown in your transcript of records provided that you fulfill the following requirements: **14 ECTS from focus electives + internship + Bachelor thesis in the same field of specialization**.

The IB program offers the following career focuses:

- Finance
- Human Resource Management
- International Economics
- Marketing
- Operations Management / Logistics

Within a career focus, lectures in English have priority over lectures in German and need to be chosen first.

Focus and general electives are subject to change if circumstances demand it.

For more information about the focus electives offered under a specific career focus as well as the general electives, please take a look at the **IB Module Catalogue and Course Catalogue**.