

## BBA International Marketing

	1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester	7. Semester
<b>General Skills and Competencies</b>	Social and Methodical Competencies <b>2 Credits E</b>	German B1 <b>Language test D</b>	Preparation Year Abroad <b>1 Credit E</b>				
<b>Business Administration</b>	Business Administration I <b>6 Credits E/D</b>	Business Administration II and Corporate Taxation <b>5 Credits E/D</b>	Managing Digital Transformation <b>5 Credits E</b>			Management Simulation <b>2 Credits E/D</b>	Strategic Management <b>3 Credits E</b>
	Information Systems <b>5 Credits E</b>	Foundation of Cost and Performance Accounting <b>5 Credits E/D</b>	Financial Accounting and Financial Management <b>7 Credits E</b>				Management Seminar <b>5 Credits E/D</b>
<b>Economics / Ethics / Social Responsibility</b>	Microeconomics <b>6 Credits E</b>	Macroeconomics <b>5 Credits E</b>	International Economics <b>5 Credits E</b>				Ethics and Social Responsibility <b>5 Credits E/D</b>
<b>Law</b>	Foundation of Contract Law <b>5 Credits E</b>	Corporate Law <b>6 Credits E</b>					
<b>Mathematics and Quantitative Methods</b>	Analysis and Linear Algebra <b>3 Credits E</b>	Descriptive Statistics <b>3 Credits E</b>	Inferential Statistics <b>3 Credits E</b>				
	Financial Mathematics <b>2 Credits E</b>	Mathematical Optimization <b>2 Credits E</b>	Multivariate Statistical Methods <b>4 Credits E</b>				
<b>Study focus</b>	Introduction into Marketing <b>1 Credit E</b>	Fundamentals of Marketing <b>5 Credits E</b>	Consumer and Communication Research <b>5 Credits E</b>	Marketing Communications <b>5 Credits E</b>	Management in Specific Industries <b>6 Credits E</b>	Internship <b>29 Credits</b>	Scholarly Colloquium <b>2 Credits E/D</b>
				Special Aspects in Marketing <b>5 Credits E</b>	Quantitative Market Research <b>9 Credits E</b>		Thesis <b>12 Credits E/D</b>
				Electives <b>12 Credits E</b>	Digitalization in Marketing <b>5 Credits E</b>		Oral Examination <b>3 Credits E</b>
				Marketing Research Project <b>8 Credits E</b>	International Aspects in Marketing <b>8 Credits E</b>		

**E / D** This course can be taken in either English or German

**E** This course can only be taken in English

Year abroad for students with German university entry qualification