

## B.A. Business Administration (Focus on HRM and Leadership)

Module	1st Semester	FOT	EXAM	HPW	ECTS	Module	2nd Semester	FOT	EXAM	HPW	ECTS	
<b>Foundations of Management</b>	Foundations of Management: Lecture	L	W120	2	2.5	<b>Financial Accounting</b>	Financial Accounting: Lecture	L	W90	2	2.5	
	Foundations of Management: Seminar	SEM		2	2.5		Financial Accounting: Seminar	SEM		2	2.5	
<b>International Business</b>	International Business: Lecture	L		2	2.5	<b>Introduction to Economics</b>	Introduction to Economics: Lecture	L		2	2.5	
	International Business: Seminar	SEM	ASS	2	2.5		Introduction to Economics: Seminar	SEM	W120	2	2.5	
<b>Foundations of Marketing</b>	Foundations of Marketing: Lecture	L		2	2.5	<b>People and Organizations</b>	Organizational Theory and Design	L		2	2.5	
	Foundations of Marketing: Seminar	SEM	W120	2	2.5		Managing People and Organizations	L, EX	PRES	2	2.5	
<b>Introduction to Digital Business</b>	Introduction to Digital Business: Lecture	L		2	2.5	<b>Measuring and Managing Operations and Services</b>	Operations and Service Management	L		2	2.5	
	Introduction to Digital Business: Seminar	SEM	ORAL	2	2.5		Management Accounting	L	W120	2	2.5	
<b>Research Methods</b>	Research Methods 1: Basics	L	ASS	2	2.5	<b>Management Methods</b>	Applied Statistics	L	HW, W60	2	2.5	
	Research Methods 2: Business Mathematics	L	HW, W60	2	2.5		Managing Projects	L	HW, PROJ	2	2.5	
<b>Facing Challenges</b>	Team Building and Conflict Management	L, EX	PRES	2	2.5	<b>General Vocational Preparation</b>	GVP 1		VAR	VAR	2	2.5
	Critical Thinking	L, EX	ASS	2	2.5		GVP 2		VAR		2	2.5
<b>Overall</b>				<b>24</b>	<b>30</b>	<b>Overall</b>				<b>24</b>	<b>30</b>	

Module	3rd Semester	FOT	EXAM	HPW	ECTS	Module	4th Semester	FOT	EXAM	HPW	ECTS
<b>Finance and Investment</b>	Finance and Investment: Lecture	L		2	2.5	<b>Innovation and Change Management</b>	Innovation and Change Management: Lecture	L		2	2.5
	Finance and Investment: Seminar	SEM	W90	2	2.5		Innovation and Change Management: Seminar	SEM	ASS	2	2.5
<b>Introduction to Law</b>	Foundations of Commercial Law	L		2	2.5	<b>Economic Policy &amp; International Economics</b>	Economic Policy & International Economics: Lecture	L		2	2.5
	Comparative Law	L	W120	2	2.5		Economic Policy & International Economics: Seminar	SEM	ORAL	2	2.5
<b>Strategic Management</b>	Strategic Management: Lecture	L		2	2.5	<b>Platform Business: Research</b>	Platform Business: Research	SEM		4	5
	Strategic Management: Seminar	SEM	ASS	2	2.5				ASS		
<b>Human Resource Management</b>	Human Resource Management: Lecture	L		2	2.5	<b>Organizational Leadership</b>	Organizational Leadership: Lecture	L		2	2.5
	Human Resource Management: Seminar	SEM	PRES, DOC	2	2.5		Organizational Leadership: Seminar	SEM	W120	2	2.5
<b>Managerial Economics</b>	Managerial Economics: Lecture	L	ASS	2	2.5	<b>Business Ethics and Sustainability</b>	Business Ethics and Sustainability: Lecture	L	W120	2	2.5
	Managerial Economics: Seminar	SEM		2	2.5		Business Ethics and Sustainability: Seminar	SEM		2	2.5
<b>Communication and Negotiation</b>	Basics of Design, Visual Communication and Interaction Design	SL	ASS	2	2.5	<b>Talent and Career Management</b>	Talent Management	SL	ASS	2	2.5
	Negotiation	SL	GR-PRES	2	2.5		Career Preparation	SEM	ASS	2	2.5
<b>Overall</b>				<b>24</b>	<b>30</b>	<b>Overall</b>				<b>24</b>	<b>30</b>

Module	5th Semester	FOT	EXAM	HPW	ECTS	Module	6th Semester	FOT	EXAM	HPW	ECTS
<b>Practical Study Semester</b>	Internship Placement	INT		0	12.5	<b>Thesis</b>	Bachelor's Thesis	THES		0	12
	Internship Colloquium: Lessons Learned	COLL	REP	2	2.5		Thesis Pulse Colloquium	COLL	THES	2	3
<b>Contemporary Issues in Business</b>	Contemporary Issues in Business and Management	SL		2	2.5	<b>Strategic HRM and HR Analytics</b>	Strategic HRM and HR Analytics: Lecture	L		2	2.5
	Thesis Preparation Seminar	SEM	ASS, PRES	2	2.5		Strategic HRM and HR Analytics: Seminar	SL	PRES, DOC	2	2.5
<b>Digital Development and Society</b>	Digital Marketing	L	ORAL	2	2.5	<b>Business Simulation</b>	Business Simulation	SL	REP	4	5
	Society, Economics and Technology	SL	ASS	2	2.5						
<b>Products, Markets and People</b>	Market Research Project and Consulting	SL	PROJ, PRES	2	2.5	<b>Entrepreneurship</b>	Entrepreneurship and Startup Management	SL	PRES, DOC	2	2.5
	Introduction to Design Thinking and Coaching	SL	ASS, PRES	2	2.5		Entrepreneurial Finance	L		2	2.5
<b>Overall</b>				<b>14</b>	<b>30</b>	<b>Overall</b>				<b>14</b>	<b>30</b>

<b>FOT</b>	Form of teaching
<b>HPW</b>	Hours per week
<b>ECTS</b>	European Credit Transfer System
<b>L</b>	Lecture
<b>P</b>	Project
<b>PRA</b>	Practice-based learning
<b>OLS</b>	Online seminar
<b>TH</b>	Thesis
<b>Coll</b>	Colloquium
<b>W90/120</b>	Written exam (number corresponds to duration)