International Business Manager

Five key modules

General information
- Embedded in the study program B.A. in Business Administration
- Key modules of international business management
- Course consists of five modules
- Starts every semester
- 6 credit points (ECTS) for each module passed with a total score of 30 credits

Study courses
- International Management Accounting
- International Marketing
- International Human Resource Management
- International Logistics
- International Taxation
Content of the single courses (excerpt)

- International Management Accounting
  - Cultural influences on management accounting
  - International comparative management accounting
- International Marketing
  - International marketing as a coordinative task
  - Specialties of the int. marketing mix (4 P’s)
- International Human Resource Management
  - International recruitment and selection
  - Organization of international cooperation
- International Logistics
  - Production and logistics networks in a global environment
  - Techniques and work methods
- International Taxation
  - Basics of international corporate taxation
  - Taxation of international activities of domestic investors

Objectives and benefits

- Acquiring international business knowledge
- Acquiring intercultural competence
- Enhancing language competence
- Obtaining a double certificate
- Studying with german and international classmates
- No tuition fees

Contact us

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