



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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