

GENERIC PROGRAMME

MODULES TAUGHT IN ENGLISH

| Code | Module | Courses | ECTS | Contact Hours | Level | Exam code | Language |
|-------|---|--|-----------|---------------|-----------------|-----------|----------------|
| GE-C1 | International & Intercultural Management | | 10 | | Year 2 | | English |
| | | Business Cases | 5 | 4 | Year 2 | 940104 | English |
| | | Strategic Management | 2,5 | 2 | Year 2 | 940103 | English |
| | | Intercultural Business Communication | 2,5 | 2 | Year 2 | 941111 | English |
| GE-C2 | International Business Environment | | 10 | | Year 2 | | English |
| | | International Economics | 2,5 | 2 | Year 2 | 940802 | English |
| | | International Law | 2,5 | 2 | Year 2 | 940704 | English |
| | | Intercultural Business Communication | 2,5 | 2 | Year 2 | 941111 | English |
| | | Finance | 2,5 | 2 | Year 2 | 940605 | English |
| GE-M1 | Business Management | | 10 | | Year 3 | | |
| | | Project Management & Organizational Concepts | 5 | 4 | Year 3 | 911561 | English |
| | | Business Simulation | 5 | 4 | Year 3 | 911562 | English |
| GE-M2 | Strategic Management | | 10 | | Year 3/4 | | |
| | | Strategic Human Resource Management | 5 | 2 | Year 3 | 911677 | English |
| | | Corporate Management | 5 | 4 | Year 4 | 911571 | English |

GENERIC PROGRAMME

MODULES TAUGHT IN GERMAN

| Code | Module | Courses | ECTS | Contact Hours | Level | Exam code | Language |
|-------|---------------------------------|---|-----------|---------------|---------------|-----------|---------------|
| GG-M1 | Betriebswirtschaft | | 10 | | Year 2 | | |
| | | Marketing 2 | 5 | 4 | Year 2 | 911531 | German |
| | | Volkswirtschaftslehre 2: Makroökonomie | 5 | 4 | Year 2 | 911541 | German |
| GG-M2 | Unternehmensführung | | 10 | | Year 2 | | |
| | | Strategische Unternehmensführung | 5 | 4 | Year 2 | 911542 | German |
| | | Controlling | 5 | 4 | Year 2 | 911534 | German |
| GG-C1 | Tourismusmanagement | | 10 | | Year 2 | | German |
| | | <i>Choose 1 out of the following electives</i> | | | | | |
| | | Tourismusmanagement | | | Year 2 | | German |
| | | Recht im Tourismus und Hospitality | 2,5 | 2 | Year 2 | 940914 | German |
| | | Nachhaltiges und interkulturelles Tourismusmanagement | 2,5 | 2 | Year 2 | 940915 | German |
| | | Projektmanagement | 2,5 | 2 | Year 2 | 940916 | German |
| | | Tourismusmarketing | 2,5 | 2 | Year 2 | 940910 | German |
| | | Hospitalitymanagement | | | Year 2 | | German |
| | | Nachhaltiges und interkulturelles Hospitalitymanagement | 2,5 | 2 | Year 2 | 940957 | German |
| | | E-Commerce | 2,5 | 2 | Year 2 | 940958 | English |
| | | Projektmanagement | 2,5 | 2 | Year 2 | 940959 | German |
| | | Hospitality Sales & Marketing | 2,5 | 2 | Year 2 | 940960 | English |
| GG-C2 | Business & Economics | | 10 | | Year 2 | | German |
| | | Business Cases | 5 | 4 | Year 2 | 940104 | German |
| | | Introduction to Economics | 5 | 4 | Year 1 | 940801 | German |

SPECIALISATION

MODULES TAUGHT IN ENGLISH

| Code | Module | Courses | ECTS | Contact Hours | Level | Exam code | Language |
|-------|---|--|-----------|---------------|-----------------|-----------|----------------|
| SE-M1 | International Management | | 10 | | Year 3/4 | | English |
| | | International Management | 2,5 | 2 | Year 4 | 911572 | English |
| | | Principles of International Management | 5 | 4 | Year 3 | 911681 | English |
| | | International Human Resource Management | 2,5 | 2 | Year 3 | 911564 | English |
| SE-C1 | International & Intercultural Management (Level 1) | | 10 | | Year 2/3 | | English |
| | | Introduction to International Management | 5 | 4 | Year 2 | 940107 | English |
| | | <i>Choose 2 out of the following electives</i> | | | | | |
| | | Change Management | 2,5 | 2 | Year 2/3 | 940108 | English |
| | | Specific Issues in International Management | 2,5 | 2 | Year 2/3 | 940109 | English |
| | | Mergers & Acquisitions | 2,5 | 2 | Year 2/3 | 940110 | English |
| SE-M2 | Human Resource Management | | 10 | | Year 3 | | English |
| | | Project Management & Organizational Concepts | 5 | 4 | Year 3 | 911561 | English |
| | | Leadership Communication | 2,5 | 4 | Year 3 | 911563 | English |
| | | International Human Resource Management | 2,5 | 2 | Year 3 | 911564 | English |
| SE-C2 | International HRM (Level 1) | | 10 | | Year 2/3 | | English |
| | | Introduction to International Human Resource Management | 5 | 4 | Year 2 | 940405 | English |
| | | <i>Choose 2 out of the following electives</i> | | | | | |
| | | Specific Issues in International Human Resource Management | 2,5 | 2 | Year 2/3 | 940406 | English |
| | | Employment Law | 2,5 | 2 | Year 2/3 | 940407 | German |
| | | International Human Resource Management Case Studies | 2,5 | 2 | Year 2/3 | 940409 | English |
| SE-M3 | Strategic Management | | 10 | | Year 3/4 | | English |
| | | Business Simulation | 5 | 4 | Year 3 | 911562 | English |
| | | Corporate Management | 5 | 4 | Year 4 | 911571 | English |
| SE-C3 | International Marketing (Level 1) | | 10 | | Year 2/3 | | English |
| | | Introduction to International Marketing | 5 | 4 | Year 2 | 940502 | English |
| | | <i>Choose 2 out of the following electives</i> | | | | | |
| | | Market Research | 2,5 | 2 | Year 2/3 | 940503 | English |
| | | B2B-Marketing | 2,5 | 2 | Year 2/3 | 940504 | English |
| | | B2C-Marketing | 2,5 | 2 | Year 2/3 | 940505 | English |
| | | E-Marketing | 2,5 | 2 | Year 2/3 | 940506 | English |
| | | Service Marketing | 2,5 | 2 | Year 2/3 | 940507 | English |

SPECIALISATION

MODULES TAUGHT IN ENGLISH

| SE-C4 | International Finance (Level 1) | 10 | | Year 2/3 | | English |
|-------|--|-----------|---|-----------------|--------|----------------|
| | Introduction to International Finance | 5 | 4 | Year 2 | 940615 | English |
| | <i>Choose 2 out of the following electives</i> | | | | | |
| | Derivates and Portfolio Management | 2,5 | 2 | Year 2/3 | 940616 | English |
| | Corporate Finance | 2,5 | 2 | Year 2/3 | 940617 | English |
| | International Banking | 2,5 | 2 | Year 2/3 | 940618 | English |
| | Specific Topics in Finance | 2,5 | 2 | Year 2/3 | 940619 | English |

| SE-M4 | Logistics | 10 | | Year3/4 | | English |
|-------|------------------------------------|-----------|---|----------------|--------|----------------|
| | Business Simulation (in logistics) | 5 | 6 | Year3/4 | 914073 | English |
| | IT for logistics | 2,5 | 2 | Year3/4 | 914062 | English |

| SE-C5 | International & Intercultural Management (Level 2) | 10 | | Year 2/3 | | English |
|-------|---|-----------|---|-----------------|--------|----------------|
| | International Management Projects | 7,5 | 4 | Year 3 | 940111 | English |
| | <i>Choose 1 out of the following electives</i> | | | | | |
| | Change Management | 2,5 | 2 | Year 2/3 | 940107 | English |
| | Specific Issues in International Management | 2,5 | 2 | Year 2/3 | 940109 | English |
| | Mergers & Acquisitions | 2,5 | 2 | Year 2/3 | 940110 | English |

| SE-C6 | International HRM (Level 2) | 10 | | Year 2/3 | | English |
|-------|--|-----------|---|-----------------|--------|----------------|
| | International Human Resource Management Projects | 7,5 | 4 | Year 3 | 940408 | English |
| | <i>Choose 1 out of the following electives</i> | | | | | |
| | Specific Issues in International Human Resource Management | 2,5 | 2 | Year 2/3 | 940406 | English |
| | Employment Law | 2,5 | 2 | Year 2/3 | 940407 | German |
| | International Human Resource Management Case Studies | 2,5 | 2 | Year 2/3 | 940409 | English |

| SE-C7 | International Marketing (Level 2) | 10 | | Year 2/3 | | English |
|-------|--|-----------|---|-----------------|--------|----------------|
| | International Marketing Projects | 7,5 | 4 | Year 3 | 940508 | English |
| | <i>Choose 1 out of the following electives</i> | | | | | |
| | Market Research | 2,5 | 2 | Year 2/3 | 940503 | English |
| | B2B-Marketing | 2,5 | 2 | Year 2/3 | 940504 | English |
| | B2C-Marketing | 2,5 | 2 | Year 2/3 | 940505 | English |
| | E-Marketing | 2,5 | 2 | Year 2/3 | 940506 | English |
| | Service Marketing | 2,5 | 2 | Year 2/3 | 940507 | English |

| SE-C8 | International Finance (Level 2) | 10 | | Year 2/3 | | English |
|-------|--|-----------|---|-----------------|--------|----------------|
| | Int. Finance: Projects/ Case Studies | 7,5 | 4 | Year 3 | 940620 | English |
| | <i>Choose 1 out of the following electives</i> | | | | | |
| | Derivates and Portfolio Management | 2,5 | 2 | Year 2/3 | 940616 | English |
| | Corporate Finance | 2,5 | 2 | Year 2/3 | 940617 | English |
| | International Banking | 2,5 | 2 | Year 2/3 | 940618 | English |
| | Specific Topics in Finance | 2,5 | 2 | Year 2/3 | 940619 | English |

SPECIALISATION

MODULES TAUGHT IN GERMAN

| Code | Module | Courses | ECTS | Contact Hours | Level | Exam code | Language |
|-------|---|--|-----------|---------------|---------------|-----------|---------------|
| SG-M1 | Marketing & Vertrieb (Level 1) | | 15 | | Year 2 | | German |
| | | Internationales Marketing & Institutionelle Besonderheiten | 5 | 4 | Year 2 | 911611 | German |
| | | Vertriebsmanagement | 2,5 | 2 | Year 2 | 911612 | German |
| | | Customer Relationship Management IT-Anwendungen | 2,5 | 2 | Year 2 | 911613 | German |
| | | Erhebung und Analyse von Marktdaten | 5 | 4 | Year 2 | 911614 | German |
| SG-M2 | Produktion & Logistik (Level 1) | | 15 | | Year 2 | | German |
| | | Beschaffungslogistik | 5 | 4 | Year 2 | 911621 | German |
| | | Produktionslogistik | 5 | 4 | Year 2 | 911622 | German |
| | | Distributions- und Entsorgungslogistik | 5 | 4 | Year 2 | 911623 | German |
| SG-M3 | Controlling & Finanzen (Level 1) | | 15 | | Year 2 | | German |
| | | Controllingkonzepte | 5 | 4 | Year 2 | 911691 | German |
| | | Corporate Finance | 2,5 | 2 | Year 2 | 911692 | German |
| | | Ertragsbesteuerung von Unternehmen | 5 | 4 | Year 2 | 911693 | German |
| | | IFRS Rechnungslegung | 2,5 | 2 | Year 2 | 911694 | German |
| SG-M4 | Wirtschaftsinformatik | | 15 | | Year 2 | | German |
| | | Analyse und Optimierung von Geschäftsprozessen | 5 | 4 | Year 2 | 911641 | German |
| | | ERP-Systeme | 5 | 4 | Year 2 | 911642 | German |
| | | SAP-Führerschein | 5 | 4 | Year 2 | 911643 | German |
| SG-M5 | Personalmanagement (Level 1) | | 15 | | Year 2 | | German |
| | | Kollektives Arbeitsrecht | 2,5 | 2 | Year 2 | 911671 | German |
| | | Personalentwicklung und -führung | 2,5 | 2 | Year 2 | 911672 | German |
| | | Rechtsfälle der Personal- und Führungspraxis | 2,5 | 2 | Year 2 | 911673 | German |
| | | Personaleinsatz | 2,5 | 2 | Year 2 | 911674 | German |
| | | Personalbeschaffung | 5 | 4 | Year 2 | 911675 | German |

| SG-C1 | Tourismusmanagement | 10 | | Year 2 | | German |
|-------|--|----|---|--------|--------|--------|
| | <i>Choose 2 out of the following electives</i> | | | | | |
| | Reiseveranstaltermanagement | 5 | 4 | Year 2 | 940921 | German |
| | Reisevertrieb | 5 | 4 | Year 2 | 940924 | German |
| | Destinationsmanagement | 5 | 4 | Year 2 | 940922 | German |
| | Destinationsplanung | 5 | 4 | Year 2 | 940927 | German |
| | Geschäftstourismus | 5 | 4 | Year 2 | 940926 | German |
| | MICE-Industrie | 5 | 4 | Year 2 | 940925 | German |

| SG-C2 | Rechnungswesen (Level 1) | 10 | | Year 2/3 | | German |
|-------|---|-----|---|----------|--------|--------|
| | Financial Accounting | 5 | 4 | Year 2 | 940606 | German |
| | <i>Choose 2 out of the following electives</i> | | | | | |
| | Consolidated Financial Statements | 2,5 | 2 | Year 2/3 | 940607 | German |
| | Analysis and Interpretation of Financial Accounting Information | 2,5 | 2 | Year 2/3 | 940608 | German |
| | Strategic Controlling | 2,5 | 2 | Year 2/3 | 940611 | German |

| SG-C3 | Controlling (Level 1) | 10 | | Year 2/3 | | German |
|-------|--|-----|---|----------|--------|--------|
| | Introduction to International Controlling | 5 | 4 | Year 2 | 940610 | German |
| | <i>Choose 2 out of the following electives</i> | | | | | |
| | Strategic Controlling | 2,5 | 2 | Year 2/3 | 940611 | German |
| | Specific Issues in International Controlling | 2,5 | 2 | Year 2/3 | 940612 | German |
| | International Accounting | 2,5 | 2 | Year 2/3 | 940613 | German |

| SG-M6 | Controlling (Level 2) | 15 | | Year 3 | | German |
|-------|----------------------------|-----|---|--------|--------|--------|
| | Kostenrechnungssysteme | 2,5 | 2 | Year 3 | 911695 | German |
| | Controlling-IT-Anwendungen | 5 | 2 | Year 3 | 911696 | German |
| | Strategisches Controlling | 2,5 | 2 | Year 3 | 911697 | German |
| | Personalcontrolling | 5 | 2 | Year 3 | 911698 | German |

| SG-M7 | Marketing&Vertieb (Level 2) | 15 | | Year 3 | | German |
|-------|---------------------------------|----|---|--------|--------|--------|
| | Marktforschung | 5 | 2 | Year 3 | 911615 | German |
| | Businessplanung für Neuprodukte | 5 | 2 | Year 3 | 911616 | German |
| | Marketing- und Vertriebsrecht | 5 | 4 | Year 3 | 911617 | German |

| SG-M8 | Produktion & Logistik (Level 2) | 15 | | Year 3 | | German |
|-------|--|-----------|---|---------------|--------|---------------|
| | Produktionstechnik | 5 | 2 | Year 3 | 911624 | German |
| | Produktions- und Logistik Controlling | 5 | 2 | Year 3 | 911625 | German |
| | Produktions- und Logistiksysteme | 5 | 4 | Year 3 | 911626 | German |

| SG-M9 | Rechnungswesen (Level 2) | 15 | | Year 3 | | German |
|-------|--|-----------|---|---------------|--------|---------------|
| | Aspekte der nationalen Jahresabschlussrechnung | 5 | 2 | Year 3 | 911646 | German |
| | Aspekte der internationalen Rechnungslegung | 5 | 2 | Year 3 | 911647 | German |
| | Analyse der Finanzberichterstattung | 2,5 | 2 | Year 3 | 911648 | German |
| | Finanzberichterstattung des Konzerns | 2,5 | 2 | Year 3 | 911649 | German |

| SG-M10 | Personalmanagement (Level 2) | 15 | | Year 3 | | German |
|--------|---------------------------------------|-----------|---|---------------|--------|---------------|
| | Seminar Unternehmensrecht und Führung | 5 | 4 | Year 3 | 911676 | German |
| | Strategic Human Resource Management | 5 | 2 | Year 3 | 911677 | German |
| | Personalcontrolling | 5 | 2 | Year 3 | 911698 | German |

| SG-C4 | Rechnungswesen (Level 2) | 10 | | Year 2/3 | | German |
|-------|---|-----------|---|-----------------|--------|---------------|
| | Rechnungswesen: Projekte / Fallstudien | 7,5 | 4 | Year 3 | 940609 | German |
| | <i>Choose 1 out of the following electives</i> | | | | | |
| | Consolidated Financial Statements | 2,5 | 2 | Year 2/3 | 940607 | German |
| | Analysis and Interpretation of Financial Accounting Information | 2,5 | 2 | Year 2/3 | 940608 | German |
| | Strategic Controlling | 2,5 | 2 | Year 2/3 | 940611 | German |

| SG-C5 | Controlling (Level 2) | 10 | | Year 2/3 | | German |
|-------|--|-----------|---|-----------------|--------|---------------|
| | Int. Controlling: Projects / Case Studies | 7,5 | 4 | Year 3 | 940614 | German |
| | <i>Choose 1 out of the following electives</i> | | | | | |
| | Strategic Controlling | 2,5 | 2 | Year 2/3 | 940611 | German |
| | Specific Issues in International Controlling | 2,5 | 2 | Year 2/3 | 940612 | German |
| | International Accounting | 2,5 | 2 | Year 2/3 | 940613 | German |

| Code | Module | Courses | ECTS | Contact Hours | Level | Exam code | Language |
|-------|---|---|------------|---------------|----------|-----------|----------------|
| SL-G | German | | 6 | | - | | German |
| | | German as a Foreign Language Level 1 | 6+2 | 4 | A1.1 | 992801 | German |
| | | German as a Foreign Language Level 2 | 6 | 4 | A1.2 | 992802 | German |
| | | German as a Foreign Language Level 3 | 6 | 4 | A2.1 | 992803 | German |
| | | German as a Foreign Language Level 4 | 6 | 4 | A2.2 | 992804 | German |
| | | German as a Foreign Language Level 5 | 6 | 4 | B1.1 | 992805 | German |
| | | German as a Foreign Language Level 6 | 6 | 4 | B1.2 | 992806 | German |
| | | German as a Foreign Language Level 7 | 6 | 4 | B2.1 | 992807 | German |
| | | German as a Foreign Language Level 8 | 6 | 4 | B2.2 | 992808 | German |
| | | German as a Foreign Language Level 9 | 6 | 4 | C1 | 992810 | German |
| SL-B | Heilbronn Business & Culture | | 1,5 | | - | | English |
| | | Heilbronn Business & Culture | 1,5 | 2 | - | 911996 | English |
| SL-EM | English | | 2,5 | | - | | English |
| | | Englisch I Introduction to Business English | 2,5 | 2 | A2 | 911529 | English |
| | | Englisch II Generic Business English | 2,5 | 2 | B1 | 911529 | English |
| | | Englisch III Business Communication | 2,5 | 2 | B1/B2 | 911529 | English |
| | | Englisch IV Skills Development | 2,5 | 2 | B2 | 911529 | English |
| SL-EC | English | | 5 | | - | | English |
| | | Business English | 2,5 | 2 | B1 | 940301 | English |
| | | Advanced Business English | 2,5 | 2 | B1 | 940303 | English |
| | | Generic Business Terminology | 2,5 | 2 | B2 | 940302 | English |
| | | Specific Business Terminology | 2,5 | 2 | B2 | 940304 | English |
| | | Office Communication | 2,5 | 2 | B1 | 940305 | English |
| | | Commercial Correspondence | 2,5 | 2 | B1 | 940308 | English |
| | | Professional Business Communication | 2,5 | 2 | B2 | 940306 | English |
| | | Business Documents | 2,5 | 2 | B2 | 940307 | English |
| | | Oral and Written Comprehension | 2,5 | 2 | B1 | 940309 | English |
| | | Creative Writing | 2,5 | 2 | B2 | 940310 | English |

| SL-F | French | 5 | | - | | French |
|------|--|-----|---|----|--------|--------|
| | Français de l'entreprise | 5 | 4 | A2 | 940340 | French |
| | Français professionnel | 5 | 4 | B1 | 940341 | French |
| | Français des affaires I | 2,5 | 2 | A2 | 940342 | French |
| | Français des affaires II | 2,5 | 2 | B1 | 940343 | French |
| | Communication professionnelle | 2,5 | 2 | B1 | 940344 | French |
| | Langue et civilisation française | 2,5 | 2 | B2 | 940345 | French |
| | Langue et civilisation française | 2,5 | 2 | B1 | | French |
| | Etudes comparatives franco-allemandes I | 2,5 | 2 | B2 | | French |
| | Les systèmes économiques, politiques et sociaux du monde | 3 | 2 | C1 | 940337 | French |

| SL-S | Spanish | 5 | | - | | Spanish |
|------|---|-----|---|----|--------|---------|
| | El Español de la Empresa | 5 | 4 | A2 | 940320 | Spanish |
| | El Español Profesional | 5 | 4 | B1 | 940321 | Spanish |
| | El Español Profesional I | 2,5 | 2 | A2 | 940322 | Spanish |
| | El Español Profesional II | 2,5 | 2 | B1 | 940323 | Spanish |
| | Español de los Negocios I | 2,5 | 2 | B1 | 940324 | Spanish |
| | Español de los Negocios II | 2,5 | 2 | B2 | 940325 | Spanish |
| | Los Sistemas Económicos, Políticos y Sociales en el Mundo Hispanohablante | 3 | 2 | C1 | 940337 | Spanish |

| SL-A | Arabic | 2.5 - 7.5 | | - | | Arabic/ German |
|------|---------------------------------|-----------|---|------|--------|-------------------|
| | Arabische Sprache und Kultur I | 5 | 4 | A1.1 | 940365 | Arabic/German |
| | Arabische Sprache und Kultur II | 2,5 | 2 | A1.1 | 940366 | Arabic/German |
| | Arabisch im Alltag I | 2,5 | 2 | A1.2 | 940361 | Arabic/German |
| | Arabisch im Alltag II | 2,5 | 2 | A1.2 | 940362 | Arabic/German |
| | Wirtschaftsarabisch I | 3 | 2 | A2.1 | 940363 | Arabic/German |
| | Arabisch im Geschäftsleben II | 3 | 2 | A2.2 | 940364 | Arabic/German |

| SL-R | Russian | 2.5 - 7.5 | | - | | Russian/ German |
|------|--|-----------|---|-------|--------|--------------------|
| | Russische Sprache I | 5 | 4 | A1.1 | 940380 | Russian/German |
| | Russische Sprache II | 2,5 | 2 | A1.1 | 940391 | Russian/German |
| | Allg. Sprache und Wirtschaftsrussisch I | 5 | 4 | B1.1 | 940392 | Russian/German |
| | Allg. Sprache und Wirtschaftsrussisch II | 2,5 | 2 | B1.1 | 940393 | Russian/German |
| | Russisch im Alltag I | 2,5 | 2 | A1.2 | 940383 | Russian/German |
| | Russisch im Alltag II | 2,5 | 2 | A1.2 | 940384 | Russian/German |
| | Wirtschaftskommunikation Russisch I | 2,5 | 2 | B1.2 | 940385 | Russian/German |
| | Wirtschaftskommunikation Russisch II | 2,5 | 2 | B1.2 | 940386 | Russian/German |
| | Wirtschaftsrussisch I | 5 | 2 | A2.1 | 940387 | Russian/German |
| | Wirtschaftskorrespondenz Russisch | 5 | 2 | B1/B2 | 940389 | Russian/German |
| | Russisch im Geschäftsleben II | 2 | 2 | | 940399 | Russian/German |

BUSINESS ELECTIVES

MODULES TAUGHT IN ENGLISH AND GERMAN

| Code | Module | Courses | ECTS | Contact Hours | Level | Exam code | Language |
|-------|---------------------------|--|-----------------|---------------|----------|-----------|----------------|
| EE-C1 | Business Electives | | 2.5 - 10 | | | | English |
| | | Strategic Management | 2,5 | 2 | Year 2 | 940103 | English |
| | | Finance | 2,5 | 2 | Year 2 | 940605 | English |
| | | International Economics | 2,5 | 2 | Year 2 | 940802 | English |
| | | International Law | 2,5 | 2 | Year 2 | 940704 | English |
| | | Intercultural Business Communication | 2,5 | 2 | Year 2 | 941111 | English |
| | | Business Cases | 5 | 4 | Year 2 | 940104 | English |
| | | Introduction to International Management | 5 | 4 | Year 2 | 940107 | English |
| | | Introduction to International Human Resource Management | 5 | 4 | Year 2 | 940405 | English |
| | | Introduction to International Marketing | 5 | 4 | Year 2 | 940502 | English |
| | | Marketing Management | 5 | 4 | Year 2 | 940509 | English |
| | | Introduction to International Finance | 5 | 4 | Year 2 | 940615 | English |
| | | Hospitality Sales & Marketing | 2,5 | 2 | Year 2 | 940960 | English |
| | | Specific Issues in International Management | 2,5 | 2 | Year 2/3 | 940109 | English |
| | | Mergers & Acquisitions | 2,5 | 2 | Year 2/3 | 940110 | English |
| | | Specific Issues in International Human Resource Management | 2,5 | 2 | Year 2/3 | 940406 | English |
| | | International Human Resource Management Case Studies | 2,5 | 2 | Year 2/3 | 940409 | English |
| | | Market Research | 2,5 | 2 | Year 2/3 | 940503 | English |
| | | B2B-Marketing | 2,5 | 2 | Year 2/3 | 940504 | English |
| | | B2C-Marketing | 2,5 | 2 | Year 2/3 | 940505 | English |
| | | E-Marketing | 2,5 | 2 | Year 2/3 | 940506 | English |
| | | Service Marketing | 2,5 | 2 | Year 2/3 | 940507 | English |
| | | Derivates and Portfolio Management | 2,5 | 2 | Year 2/3 | 940616 | English |
| | | Corporate Finance | 2,5 | 2 | Year 2/3 | 940617 | English |
| | | International Banking | 2,5 | 2 | Year 2/3 | 940618 | English |
| | | Specific Topics in Finance | 2,5 | 2 | Year 2/3 | 940619 | English |
| | | Hotelmanagement | 5 | 4 | Year 2 | 940920 | English |
| | | Seminar Hospitality | 6 | 4 | Year 4 | 940983 | English |
| | | E-Commerce | 2,5 | 2 | Year 2 | 940958 | English |

BUSINESS ELECTIVES

MODULES TAUGHT IN ENGLISH AND GERMAN

| EG-C1 | Wahlfächer Wirtschaft | 2.5 - 10 | | | | German |
|-------|---|----------|---|----------|--------|--------|
| | Strategic Management | 2,5 | 2 | Year 2 | 940103 | German |
| | Marketing Cases | 2,5 | 2 | Year 2 | 940501 | German |
| | Finance | 2,5 | 2 | Year 2 | 940605 | German |
| | Models and Methods of Data Assessment | 2,5 | 2 | Year 2 | 940203 | German |
| | Business Law III | 2,5 | 2 | Year 2 | 940703 | German |
| | Cultural Area Studies in the Arab World | 2,5 | 2 | Year 2 | 941103 | German |
| | Cultural Area Studies Eastern Europe | 2,5 | 2 | Year 2 | 941104 | German |
| | Microeconomics | 2,5 | 2 | Year 2/3 | 940803 | German |
| | Macroeconomics | 2,5 | 2 | Year 2/3 | 940804 | German |
| | Business Ethics | 2,5 | 2 | Year 2/3 | 940805 | German |
| | Advanced Economic Studies | 2,5 | 2 | Year 3 | 940805 | German |
| | Rhetoric I | 2,5 | 2 | Year 2 | 940403 | German |
| | Rhetoric II | 2,5 | 2 | Year 2 | 940404 | German |
| | Business Cases | 5 | 4 | Year 2 | 940104 | German |
| | Economic Studies of the Arab World | 2,5 | 2 | Year 2 | 941105 | German |
| | Economic Studies Eastern Europe | 2,5 | 2 | Year 2 | 941106 | German |
| | Marketing Management | 5 | 4 | Year 2 | 940509 | German |
| | Financial Accounting | 5 | 4 | Year 2 | 940606 | German |
| | Introduction to International Controlling | 5 | 4 | Year 2 | 940610 | German |
| | Change Management | 2,5 | 2 | Year 2/3 | 940107 | German |
| | Employment Law | 2,5 | 2 | Year 2/3 | 940407 | German |
| | Consolidated Financial Statements | 2,5 | 2 | Year 2/3 | 940607 | German |
| | Analysis and Interpretation of Financial Accounting Information | 2,5 | 2 | Year 2/3 | 940608 | German |
| | Strategic Controlling | 2,5 | 2 | Year 2/3 | 940611 | German |
| | Specific Issues in International Controlling | 2,5 | 2 | Year 2/3 | 940612 | German |
| | International Accounting | 2,5 | 2 | Year 2/3 | 940613 | German |

BUSINESS ELECTIVES

MODULES TAUGHT IN ENGLISH AND GERMAN

| | | | | | |
|---|-----|---|--------|--------|--------|
| Reiseveranstaltermanagement | 5 | 4 | Year 2 | 940921 | German |
| Reisevertrieb | 5 | 4 | Year 2 | 940924 | German |
| Destinationsmanagement | 5 | 4 | Year 2 | 940922 | German |
| Destinationsplanung | 5 | 4 | Year 2 | 940927 | German |
| Geschäftstourismus | 5 | 4 | Year 2 | 940926 | German |
| MICE-Industrie | 5 | 4 | Year 2 | 940925 | German |
| Hospitality Leadership | 2,5 | 2 | Year 2 | 940945 | German |
| Hospitality Controlling | 2,5 | 2 | Year 2 | 940946 | German |
| Restaurantmanagement | 2,5 | 2 | Year 2 | 940948 | German |
| Systemgastronomie | 2,5 | 2 | Year 2 | 940949 | German |
| Weinmarketing II | 2,5 | 2 | Year 2 | 941006 | German |
| Weinbau: Sensorik II + Weinbau | 7,5 | 6 | Year 2 | 941007 | German |
| Business Seminar | 7,5 | 4 | Year 3 | 940105 | German |
| Intercultural Management in the Arab World | 5 | 2 | Year 3 | 941107 | German |
| Intercultural Management Eastern Europe | 5 | 2 | Year 3 | 941108 | German |
| Projekt Tourismus | 10 | 4 | Year 3 | 940911 | German |
| Nachhaltiger Tourismus | 5 | 4 | Year 3 | 940929 | German |
| Luftverkehr | 5 | 4 | Year 3 | 940928 | German |
| Rechnungswesen in der Weinwirtschaft | 7,5 | 4 | Year 3 | 941008 | German |
| Nachhaltige Weinwirtschaft | 7,5 | 4 | Year 3 | 941009 | German |
| Internationales Weinrecht | 2,5 | 2 | Year 3 | 941010 | German |
| Agrar- und Weinbaupolitik | 2,5 | 2 | Year 3 | 941011 | German |
| Informationstechnologie im Tourismus - Fallstudien | 2 | 2 | Year 4 | 940912 | German |
| Seminar Touristik | 6 | 4 | Year 4 | 940980 | German |
| Seminar Incoming | 6 | 4 | Year 4 | 940986 | German |
| Rechnungswesen in der Weinwirtschaft | 4 | 4 | Year 4 | 941008 | German |
| Umwelt- und Qualitätsmanagement | 2 | 2 | Year 4 | 941094 | German |
| Branchenspezifische Software | 4 | 4 | Year 4 | 941093 | German |
| Wirtschafts- und Geschäftsbeziehungen | 3 | 2 | Year 4 | 940194 | German |
| Specific Issues of Business Development in Eastern Europe | 4 | 2 | Year 4 | 941196 | German |

BUSINESS ELECTIVES

MODULES TAUGHT IN ENGLISH AND GERMAN

| EE-M1 | Business Electives | 2.5 - 5 | | | | English |
|-------|--|---------|---|----------|--------|---------|
| | Project Management & Organizational Concepts | 5 | 4 | Year 3 | 911561 | English |
| | Business Simulation | 5 | 4 | Year 3 | 911562 | English |
| | Leadership Communication | 5 | 4 | Year 3/4 | 911563 | English |
| | International Human Resource Management | 2,5 | 2 | Year 3/4 | 911564 | English |
| | Corporate Management | 5 | 4 | Year 3/4 | 911571 | English |
| | International Management | 2,5 | 2 | Year 3/4 | 911572 | English |
| | Strategic Human Resource Management | 5 | 2 | Year 3 | 911677 | English |
| | Principles of International Management | 5 | 4 | Year 3/4 | 911681 | English |
| | Business Simulation (in logistics) | 5 | 6 | Year 3/4 | 911073 | English |
| | IT for logistics | 2,5 | 2 | Year 3/4 | 911062 | English |

| EG-M1 | Wahlfächer Wirtschaft | 2.5 - 5 | | | | German |
|-------|--|---------|---|--------|--------|--------|
| | Internationales Marketing & Institutionelle Besonderheiten | 5 | 4 | Year 2 | 911611 | German |
| | Vertriebsmanagement | 2,5 | 2 | Year 2 | 911612 | German |
| | Customer Relationship Management IT-Anwendungen | 2,5 | 2 | Year 2 | 911613 | German |
| | Erhebung und Analyse von Marktdaten | 5 | 4 | Year 2 | 911614 | German |
| | Marktforschung | 5 | 2 | Year 3 | 911615 | German |
| | Businessplanung für Neuprodukte | 5 | 2 | Year 3 | 911616 | German |
| | Marketing- und Vertriebsrecht | 5 | 4 | Year 3 | 911617 | German |
| | Beschaffungslogistik | 5 | 4 | Year 2 | 911621 | German |
| | Produktionslogistik | 5 | 4 | Year 2 | 911622 | German |
| | Distributions- und Entsorgungslogistik | 5 | 4 | Year 2 | 911623 | German |
| | Produktionstechnik | 5 | 2 | Year 3 | 911624 | German |
| | Produktions- und Logistik Controlling | 5 | 2 | Year 3 | 911625 | German |
| | Produktions- und Logistiksysteme | 5 | 4 | Year 3 | 911626 | German |
| | Analyse und Optimierung von Geschäftsprozessen | 5 | 4 | Year 2 | 911641 | German |
| | ERP-Systeme | 5 | 4 | Year 2 | 911642 | German |
| | SAP-Führerschein | 5 | 4 | Year 2 | 911643 | German |
| | Aspekte der nationalen Jahresabschlussrechnung | 5 | 2 | Year 3 | 911646 | German |
| | Aspekte der internationalen Rechnungslegung | 5 | 2 | Year 3 | 911647 | German |
| | Analyse der Finanzberichterstattung | 2,5 | 2 | Year 3 | 911648 | German |
| | Finanzberichterstattung des Konzerns | 2,5 | 2 | Year 3 | 911649 | German |
| | Kollektives Arbeitsrecht | 2,5 | 2 | Year 2 | 911671 | German |
| | Personalentwicklung und -führung | 2,5 | 2 | Year 2 | 911672 | German |

BUSINESS ELECTIVES

MODULES TAUGHT IN ENGLISH AND GERMAN

| | | | | | |
|--|-----|---|--------|--------|--------|
| Rechtsfälle der Personal- und Führungspraxis | 2,5 | 2 | Year 2 | 911673 | German |
| Personaleinsatz | 2,5 | 2 | Year 2 | 911674 | German |
| Personalbeschaffung | 5 | 4 | Year 2 | 911675 | German |
| Seminar Unternehmensrecht und Führung | 5 | 4 | Year 3 | 911676 | German |
| Strategic Human Ressource Management | 5 | 2 | Year 3 | 911677 | German |
| Personalcontrolling | 5 | 2 | Year 3 | 911698 | German |
| Controllingkonzepte | 5 | 4 | Year 2 | 911691 | German |
| Corporate Finance | 2,5 | 2 | Year 2 | 911692 | German |
| Ertragsbesteuerung von Unternehmen | 5 | 4 | Year 2 | 911693 | German |
| IFRS Rechnungslegung | 2,5 | 2 | Year 2 | 911694 | German |
| Kostenrechnungssysteme | 2,5 | 2 | Year 3 | 911695 | German |
| Controlling-IT-Anwendungen | 5 | 2 | Year 3 | 911696 | German |
| Strategisches Controlling | 2,5 | 2 | Year 3 | 911697 | German |
| Verkehrspolitik | 5 | 4 | Year 2 | 914041 | German |
| Landverkehre (VBL 3) | 2,5 | 2 | Year 2 | 914042 | German |
| Wirtschaftsprivatrecht 2 | 5 | 4 | Year 2 | 914046 | German |
| Steuern | 2,5 | 2 | Year 2 | 914051 | German |
| Statistik 2 | 2,5 | 2 | Year 2 | 914052 | German |
| Mikroökonomie | 2,5 | 2 | Year 2 | 914056 | German |
| Makroökonomie und Wirtschaftspolitik | 2,5 | 2 | | 914057 | |
| Air and Ocean (VBL 4) | 2,5 | 2 | Year 2 | 914043 | German |
| Transportrecht | 2,5 | 2 | Year 2 | 914047 | German |
| BWL Seminar | 5 | 4 | Year 2 | 914053 | German |
| IT in der Logistik 1 | 5 | 4 | Year 2 | 914061 | German |
| Marktorientierte Unternehmensführung | 2,5 | 2 | Year 3 | 914067 | German |
| Controlling | 5 | 4 | Year 3 | 914071 | German |
| Praxis des Logistikmanagements | 2,5 | 2 | Year 3 | 914072 | German |
| Human Resource Management | 5 | 4 | Year 4 | 914068 | German |
| Planspiel | 7,5 | 6 | Year 4 | 914073 | German |
| IT-Fallstudien Produktionslogistik | 2,5 | 2 | Year 2 | 914083 | German |
| Beschaffungs- und Distributionslogistik | 5 | 4 | Year 2 | 914086 | German |
| IT-Fallstudien Beschaffungs- und Distributionslogistik | 2,5 | 2 | Year 2 | 914087 | German |
| Projektstudien Industrie- und Handelslogistik | 5 | 4 | Year 3 | 914091 | German |
| VBL Seminar Industrie- und Handelslogistik | 5 | 4 | Year 3 | 914092 | German |
| Systeme der Transportlogistik | 5 | 4 | Year 2 | 914102 | German |
| Management logistischer Dienstleistungen I | 2,5 | 2 | Year 2 | 914103 | German |
| Management logistischer Dienstleistungen II | 2,5 | 2 | Year 2 | 914106 | German |
| IT in Logistikunternehmen | 2,5 | 2 | Year 2 | 914107 | German |
| Transportplanung | 2,5 | 2 | Year 2 | 914108 | German |
| Verkehrslogistik Projektstudien | 5 | 4 | Year 3 | 914111 | German |
| VBL Seminar Verkehrslogistik | 5 | 4 | Year 3 | 914112 | German |

MASTER MODULES

MODULES TAUGHT IN ENGLISH

| Code | Module | Courses | ECTS | Contact Hours | Level | Exam code | Language |
|-------|----------------------------|----------------------------------|----------|---------------|---------------|-----------|----------------|
| ME-M1 | Business Management | | 5 | | Year 5 | | English |
| | | Projects | 5 | 4 | Year 5 | 912123 | English |
| | | Change Management | 5 | 4 | Year 5 | 912131 | English |
| | | Strategic Information Management | 5 | 4 | Year 5 | 912140 | English |
| | | Economic Policy | 5 | 4 | Year 5 | 912150 | English |
| | | Innovation Management | 5 | 4 | Year 5 | 912161 | English |
| | | Strategic Marketing | 5 | 4 | Year 5 | 912162 | English |
| | | Corporate Strategy | 5 | 4 | Year 5 | 912163 | English |