

Curriculum Overview: International Business Administration with focus E-Business											valid			
from SuS 2016														
Mod.No.	Module	Semester						Workload (1 Credit = 30h)		Course Type e.g. lecture, seminar	Examination Type (1h=60 Min)	contribution to finale grade		
		1.	2.	3.	4.	5.	6.	on campus	self-study hours					
Credits														
Nr.	Modulbezeichnung	cr1	cr2	cr3	cr4	cr5	cr6	StdP	StdS	Form	Prüfung	Gewicht		
Knowledge I														
Credits														
BA01	Introduction to Management	5						63	87	lecture/seminar	written examination 1,5h	3,57%		
BA02	Introduction to Economics		5					63	87	lecture/seminar	written examination 2h	3,57%		
BA03	Marketing		5					63	87	lecture/seminar	written examination 1,5h	3,57%		
BA04	Economic Policy			5				56	94	lecture/seminar	position paper and written examination 1h	3,57%		
BA05	Internal Accounting			5				56	94	lecture/seminar	written examination 1,5h	3,57%		
BA06	Organisational Behaviour and Human Resource Management					5		56	94	lecture/seminar	written examination 1,5h	3,57%		
BA08	Law I			5				56	94	lecture/seminar	written examination 1,5h	3,57%		
BA10	Law II				5			56	94	lecture/seminar	oral examination	3,57%		
BA11	Corporate Finance				5			56	94	lecture/seminar	written examination 1,5h	3,57%		
BA12	Managerial Accounting					5		56	94	lecture/seminar	written examination 1,5h	3,57%		
BA15	Innovation Management					5		56	94	lecture/seminar	seminar paper	3,57%		
BA16	International Economics and Business					5		56	94	lecture/seminar	position paper and oral examination	3,57%		
BA17	Leading and Managing Organisations					5		56	94	lecture/seminar	written examination 1,5h	3,57%		
BA18	Service and Quality Management						5	56	94	projektbasiertes Seminar	project report	3,57%		
Knowledge II - E-Business														
BAEB01	E-Business and Entrepreneurship	5						63	87	lecture/seminar	written examination 1,5h	3,57%		
BAEB02	Web-based Services, Cloud Computing and Programming		5					63	87	lecture/seminar	practical work	3,57%		
BAEB03	E-Business Cases			5				56	94	lecture/seminar	case study [grading pass/fail]	0,00%		
BAEB04	Business Planning and Business Model Generation				5			56	94	lecture/seminar	presentation [grading pass/fail]	0,00%		
BAEB05	Creating Demands: Driving Growth Using Traditional, Social and Viral Marketing and Sales				5			56	94	lecture/seminar	presentation	3,57%		
BAEB06	Brand and Communication Management					5		56	94	lecture/seminar	written examination 1,5h	3,57%		
Method														
BA19	Academic Writing	5						63	87	lecture/seminar	seminar paper	3,57%		
BA20	Fundamentals of Mathematics	5						63	87	lecture/seminar	written examination 1,5h	3,57%		
BA22	Statistics I		5					63	87	lecture/seminar	written examination 1,5h	3,57%		
BA23	Statistics II			5				56	94	lecture/seminar	written examination 1,5h	3,57%		
BA24	Qualitative and Quantitative Business Research						5	56	94	lecture/seminar	seminar paper and oral examination	3,57%		
Intercultural Skills														
BA25	Personal Development	5						63	87	training-based seminar	presentation	3,57%		
BA26	Social Competence I		5					63	87	training-based seminar	presentation	3,57%		
BA27	Social Competence II				5			56	94	training-based seminar	role play [grading pass/fail]	0,00%		
BA28	Languages I	5						63	87	seminar	course work and written examination 1h	3,57%		
BA29	Languages II		5					63	87	seminar	course work and written examination 1h [grading pass/fail]	0,00%		
BA30	Languages III			5				56	94	seminar	course work and written examination 1h [grading pass/fail]	0,00%		
Profil and Practice														
BA31	Study Project				5			56	94	project-based seminar	project report[grading pass/fail]	0,00%		
BA33	Internship						10	30	270	internship	internship report [grading pass/fail]	0,00%		
BA34	Bachelor Thesis						10	20	280		Bachelor Thesis	7,18%		
Credit Points/Semester		30	30	30	30	30	30					100,00%		