

Course of Study Bachelor of Arts In Business Administration

GL = basic course

WPF = elective course

The course of study takes place over seven semesters and includes practical experience of, in each case, one semester in the second and third years of study.

Study Modules B-PRAX	Contents
Business and economics	Business Management Information and Communication Technologies Organization Office Management
Project-Assistant-Certificate	Project Management Self-management Team and Conflict Management
Study Modules / Basics	Contents
GL – 1 Science and Methodologies	Scientific Working Presentation Techniques Self-management Project-Competence-Study Mathematics Statistics
GL – 2 Project management	Foundations of Project management Project organization and planning
GL – 3 Economics	Micro economics Macro economics Economic theory
GL – 4 Business Management	Economic Sciences Economic Processes
GL – 5 Corporate Management	Foundations of Corporate Management Target and Control Systems Strategic Analyses, Planning and Leadership
GL – 6 Organization	Foundations of Organizational theory Organizational Structure Process Organization Innovative Organizational Forms
GL – 7 Marketing	Marketing Research Marketing Strategies Marketing Instruments Applied Marketing
GL – 8 Human Resource Management	Personnel Administration Personnel Planning Personnel Management

	Personnel Development
GL – 9 Accounting and Controlling	Financial Accounting Management Accounting Controlling
GL – 10 Financial Management	Investment Calculation Financial Management Financial Analyses and Planning
GL – 11 Law	Corporate Law Commercial Law Labour Law International Law
GL-SA	Seminar Paper (SA) Scientific Paper
Study Modules / Elective	Contents
WPF	Organizational Development Internationalization Innovation Management Leadership Communication and Management Project Study Paper (PSA)
Bachelor Thesis	Bachelor Thesis & Colloquium

Subject to change; as per February 2015

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