

Bc.

Global Business and Management

1. semester	2. semester	3. semester	4. semester	5. semester	6. semester
<ul style="list-style-type: none">• Introduction to Study• Marketing• Microeconomics• Business Administration 1• Psychology for Managers• Business English and Global Communication Skills 1	<ul style="list-style-type: none">• Management• Macroeconomics• Mathematics and Statistics• Business Administration 2• Political and Cultural Aspects of Global Business• Business English and Global Communication Skills 2	<ul style="list-style-type: none">• Academic Writing• Human Resources Management• Basics of Accounting• Project Management• International and Area Studies• Basics of Social Psychology for Managers• Cross-culture Management• Internship Assignment	<ul style="list-style-type: none">• Strategic Management• Internship 1• Law for Managers• International and Area Studies 2• Integrated Marketing Communication• Manager's Personality• Bachelor Thesis Assignment	<ul style="list-style-type: none">• World Economic and Political Institutions• International Trade• Bachelor Seminar• Internship II• Communication and Presentation Skills• Motivation and Performance Management	<ul style="list-style-type: none">• Crisis Management• Ethical Aspects of Bus., Manag. and Mark.• Bachelor Thesis

Ing.

Economics and Sustainable Management

1. semester	2. semester	3. semester
<ul style="list-style-type: none">• Advanced Microeconomics• Contemporary Management Theories• Applied Sustainability in Business and Management• Managerial Psychology in a Changing World• Research Method• Sustainable Marketing• Sustainable Development Law and Policy	<ul style="list-style-type: none">• Advanced Macroeconomics• Managerial Decision-Making and Strategic Analysis• Adaptive Management in a Changing World• Leadership Methods and Personal Sustainability• Thesis Seminar• Course According to the Current Offer 3 (elective)• Course According to the Current Offer 4 (elective)	<ul style="list-style-type: none">• Internship• Diploma Thesis

