

## § 39 Bachelor of International Business Management

- (1) The duration of the foundation level studies of the Bachelor of International Business Management is two semesters; the duration of the advanced level studies is five semesters.
- (2) A total of 210 credit points (ECTS) must have been gained for required elective and elective modules and the practical semesters to successfully complete the degree programme.
- (3) As a general rule, the fifth semester is a practical study semester (internship semester). As a rule this should be carried out in a non-German speaking country with a firm or other organization which performs a business function. The aim is to gain international and intercultural experience besides additional business knowledge and skills. If called upon, the member of staff responsible for internships will have the final say in exceptional cases.
- (4) The sixth (exchange) semester should be undertaken at a university in a non-German speaking country. It is possible to reverse the order of the practical semesters. In both cases the exchange semester abroad can only be undertaken if the requirements for the practical study semester have been met.
- (5) Foreign students holding foreign university entrance qualifications must undertake either their practical study semester (internship semester) or their exchange semester in a German-speaking country. As a general rule, they may not undertake the internship semester or the exchange semester in their home country. If called upon, the member of staff responsible for internships or the Dean of Studies will have the final say in exceptional cases.
- (6) The HFU Business School determines which required elective courses will currently be offered in the course catalogue and these will be made known before the start of the lecture period. For the "Electives" module, courses with a total award of at least 18 credit points (ECTS) should be selected from the course catalogue. The assignment of courses to particular semesters is not binding. Attainment of relevant credit requirements can be spread out across semesters 3, 4 and 7.
- (7) Final grades certificate and degree certificate will be in English.
- (8) The modules required for successful completion of the degree programme and the relevant Study and Examination Regulations are shown in Table 2 and Table 3. (Table 1 gives an overview.)

Table 1: Module Structure

Module/ Semester	1	2	3	4	5	6
7	International Business Strategy	Thesis				Electives
6	Exchange Semester					
5	Internship					
4	Business Game	Sustainability	Process Management	Project Management	Regional Focus 2	Electives
3	Intercultural Management	Economics 2	Finance & Accounting 3		Regional Focus 1	
2	Marketing	Human Resource Management	Finance & Accounting 2	Quantitative Methods 2	Languages 2	
1	Business Organizations	Economics 1	Finance & Accounting 1	Quantitative Methods 1	Languages 1	

Table 2: Foundation level studies (1 – 2 Semester)

Module	Module Component	Delivery type	Contact hours (SWS)	Graded assessment	Non-graded assessment	Credit points
<b>1st Semester</b>						<b>30</b>
<b>Business Organizations (6 LP)</b>						
	Business Law	V	2	1 sbPN		2
	Introduction to Business Management	V/Ü	3	1 K		4
<b>Economics 1 (6 LP)</b>						
	Economics	V	4			
	Economic Applications	Ü	1			
	Module examination Economics 1	Pr		1 K		6
<b>Finance &amp; Accounting 1 (3 LP)</b>						
	Financial Accounting	V/Ü	2	1 K		3
<b>Quantitative Methods 1 (6 LP)</b>						
	Quantitative Methods 1	V	2			
	Applied Quantitative Methods 1	Ü	2			
	Module examination Quantitative Methods 1	Pr		1 K (67%), 1 sbH (33%) <sup>1</sup>		6
<b>Languages 1 (9 LP)</b>						
	Business English 1	V/Ü	4	1 sbR (60%), 1 sbH (40%) <sup>1</sup>	1 sbH	4
	Chinese 1 / Français de l'Economie 1 / Español profesional 1 / German 1 <sup>2</sup>	V/Ü	4	1 K (50%), 1 sbA (50%) <sup>1</sup>		4
	Multicultural Team Dynamics	S	1		1 sbH	1

<sup>1</sup> The graded assessment for this module is only considered "passed" when all part assessments have received a minimum grade of "4".

<sup>2</sup> Alternatives depending on regional focus selected. As a general rule, the language focus "German" (German as a foreign language / DaF) is mandatory for foreign students holding foreign university entrance qualifications. As a rule this option is not available for any other students.

Module	Module Component	Delivery type	Contact hours (SWS)	Graded assessment	Non-graded assessment	Credit points
<b>2nd Semester</b>						<b>30</b>
<b>Marketing (6 LP)</b>						
	Marketing	V	2			
	Marketing Cases	Ü	2			
	Module examination - Marketing	Pr		1 K (70%), 1sbPN(30%) <sup>1</sup>		6
<b>Human Resource Management (6 LP)</b>						
	Human Resource Management	V	2			
	Human Resource Management Cases	Ü	2			
	Module Examination - Human Resource Management	Pr		1 K		6
<b>Finance &amp; Accounting 2 (6 LP)</b>						
	Management Accounting	V/Ü	2	1 K		3
	Corporate Finance	V/Ü	2	1 sbK		3
<b>Quantitative Methods 2 (3 LP)</b>						
	Quantitative Methods 2	V/Ü	3	1 K (67%) 1 sbH (33%) <sup>1</sup>		3
<b>Languages 2 (9 LP)</b>						
	Business English 2	V/Ü	4	1 sbR (60%), 1 sbH (40%) <sup>1</sup>	1 sbH	4
	Chinese 2 / Français de l'Économie 2 / Español profesional 2 / German 2 <sup>2</sup>	V/Ü	4	1 K (50%), 1 sbA (50%) <sup>1</sup>		4
	Project	Pj	0.2	1 sbA		1
	Project Seminar	S	1			
<b>Total</b>						<b>60</b>

<sup>1</sup> The graded assessment for this module is only considered "passed" when all part assessments have received a minimum grade of "4".

<sup>2</sup> Alternatives depending on regional focus selected. As a general rule, the language focus "German" (German as a foreign language / DaF) is mandatory for foreign students holding foreign university entrance qualifications. As a rule this option is not available for any other students.

Table 3: Advanced level studies (3 - 7 Semester)

Module	Module Component	Delivery type	Contact hours (SWS)	Graded assessment	Non-graded assessment	Credit points
<b>3rd Semester</b>						<b>30</b>
<b>Intercultural Management (6 LP)</b>						
	Intercultural Communication	V	2	1 sbK		3
	Managing Cultural Diversity	V	2	1 sbB (50%), 1sbPN(50%) <sup>1</sup>		3
<b>Economics 2 (6 LP)</b>						
	International Economics	V/Ü	4	1 K		6
<b>Finance &amp; Accounting 3 (3 LP)</b>						
	International Finance and Accounting	V/Ü	2	1 K		3
<b>Project Management (Part 1) (3 of 6 LP)</b>						
	Project Management	V	2	1 K (50%), 1 sbH (50 %) <sup>1</sup>		2
	Project Work Part 1	Pj			1sbA	1
<b>Regional Focus 1 (6 LP)</b>						
	Chinese 3 / Français de l'Économie 3 / Español profesional 3 / German 3 <sup>2</sup>	V/Ü	4	1 K (50%), 1 sbA (50%) <sup>1</sup>		4
	Politics, Society and Culture (Ch./Fr./Sp./Ger.) <sup>2</sup>	V	2		1 sbH, 1 sbA	2
<b>Electives (Part 1) (6 of 18 LP)</b>						
	Elective 1		2	PL		3
	Elective 2		2	PL		3

<sup>1</sup> The graded assessment for this module is only considered "passed" when all part assessments have been awarded a minimum grade of "4".

<sup>2</sup> Alternatives depending on regional focus selected. As a general rule, the language focus "German" (German as a foreign language / DaF) is mandatory for foreign students holding foreign university entrance qualifications. As a rule this option is not available for any other students.

Module	Module Component	Delivery type	Contact hours (SWS)	Graded assessment	Non-graded assessment	Credit points
<b>4<sup>th</sup> Semester</b>						<b>30</b>
<b>Business Game (3 LP)</b>						
	Business Simulation	W	2	1 sbA		3
<b>Sustainability (6 LP)</b>						
	Sustainable Management	V	2	1 K		3
	Business Ethics	S	2	1 sbPN		3
<b>Process Management (6 LP)</b>						
	International Supply Chain Management	V	2	1 K		3
	Marketing Research	V	2	1 sbK		3
<b>Project Management (Part 2) (3 of 6 LP)</b>						
	Project Seminar	S	0,5			
	Project Work Part 2	Pj		1 sbA	1 sbB	3
<b>Regional Focus 2 (6 LP)</b>						
	Chinese 4 / Français de l'Economie 4 / Español profesional 4 / German 4 <sup>2</sup>	V/Ü	4	1 K (50%), 1 sbA (50 %) <sup>11</sup>		3
	Regional Analysis (Ch./Fr./Sp./Ger.) <sup>2</sup>	V	2	1 sbA (33%), 1 sbH (67%)		3
<b>Electives (Part 2) (6 of 18 LP)</b>						
	Elective 3		2	PL		3
	Elective 4		2	PL		3
<b>5<sup>th</sup> Semester</b>						<b>30</b>
<b>Internship (30 LP)</b>						
	Internship				1 sbB	24
	Internship Seminar	S	1		1 sbPN	3
	Introduction to Internship	S	1		1 sbA	3

<sup>1</sup> The graded assessment for this module is only considered "passed" when all part assessments have been awarded a minimum grade of "4".

<sup>2</sup> Alternatives depending on regional focus selected. As a general rule, the language focus "German" (German as a foreign language / DaF) is mandatory for foreign students holding foreign university entrance qualifications. As a rule this option is not available for any other students.

Module	Module Component	Delivery type	Contact hours (SWS)	Graded assessment	Non-graded assessment	Credit points
<b>6th Semester</b>						<b>30</b>
<b>Exchange Semester (30 LP)</b>						
	Electives <sup>2</sup>			PL		24
	Electives <sup>3</sup>				SL	6
<b>7th Semester</b>						<b>30</b>
<b>International Business Strategy (6 LP)</b>						
	Strategic Management	S	2			
	International Marketing	S	2			
	Module examination International Business Strategy	Pr		1 K (40%), 1 sbM(50%), 1 sbH(10%) <sup>1</sup>		6
<b>Thesis (18 LP)</b>						
	Bachelor thesis			1 T		12
	Re-Entry Seminar	S	2		1 sbPN, 2 sbB	3
	Research Methods	S	2	1sbPN(50%), 1 sbH (50%) <sup>1</sup>		3
<b>Electives (Part 3) (6 of 18 LP)</b>						
	Elective 5		2	PL		3
	Elective 6		2	PL		3
<b>Total</b>						<b>150</b>

<sup>1</sup> The graded assessment for this module is only considered "passed" when all part assessments are awarded a minimum grade of "4".

<sup>2</sup> Required electives at the exchange university amounting to a total of 24 CP (or equivalent), of which at least  $\frac{3}{4}$  (18 credit points or equivalent) are from the area of "International Business" or related subjects. The Dean of Studies has the final say on accreditation of individual subjects.

<sup>3</sup> Required electives at the exchange university amounting to a total of 6 CP (or equivalent) from the area of "International Business" or related subjects. If exchange is undertaken at a Chinese university, a Chinese course is also creditable. The Dean of Studies has the final say on accreditation of individual subjects.