

# B. Sc. Marketing and International Business

6 <sup>th</sup> semester	Projektmanagement 3 ECTS	Bachelor thesis 12 ECTS	Projektphase 15 ECTS			
5 <sup>th</sup> semester	Semester abroad 30 ECTS					
4 <sup>th</sup> semester	Recht I 5 ECTS	Brand Management & Marketing Communications (from WS 2020/21) 9 ECTS	International Business (from WS 2020/21) 9 ECTS		Elective II 5 ECTS	
3 <sup>rd</sup> semester	Finance and Investing 5 ECTS	Steuern 5 ECTS	Controlling 5 ECTS	Marketing and Consumer Behaviour (from SS 2020) 9 ECTS	Academic writing (from SS 2020) 3 ECTS	Elective I 5 ECTS
2 <sup>nd</sup> semester	Operations Management 5 ECTS	Jahresabschluss 5 ECTS	Volkswirtschaftslehre II 5 ECTS	Marketing Basics (ab WS 2019/20) 5 ECTS	Statistics (from 2019/20) 5 ECTS	Personal und Organisation 5 ECTS
1 <sup>st</sup> semester	Introduction to Business Administration 5 ECTS	Einführung in das Rechnungswesen 5 ECTS	Economics I 5 ECTS	Mathematik 5 ECTS	Kosten- und Leistungsrechnung 5 ECTS	Business English I 5 ECTS

