

International Business Manager

Five key modules

GENERAL INFORMATION

- Embedded in the study programme
B.A. in Business Administration
- Key modules of international business
management
- Course consists of five modules
- Starts every semester
- 6 credit points (ECTS) for each module
passed with a total score of 30 credits

MODULES

- International Management Accounting
- International Marketing
- International Human Resource
Management
- International Logistics
- International Taxation

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CONTENTS OF THE MODULES

(excerpt)

International Management Accounting

- Cultural influences on management accounting
- International comparative management accounting

International Marketing

- International marketing as a coordinative task
- Specialties of the int. marketing mix (4 Ps)

International Human Resource Management

- International recruitment and selection
- Organisation of international cooperation

International Logistics

- Production and logistics networks in a global environment
- Techniques and work methods

International Taxation

- Basics of international corporate taxation
- Taxation of international activities of domestic investors

OBJECTIVES AND BENEFITS

- Acquiring international business knowledge
- Acquiring intercultural competence
- Enhancing language competence
- Obtaining a double certificate
- Studying with German and international classmates
- No tuition fees

CONTACT US

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