

Bachelor of Science (BSc) in Business Administration

with focus on **Marketing**

1	Mathematics	Microeconomics and Decision Theory	Financial Accounting	Finance	Introduction to Programming
2	Statistics and Probability	Markets, Incentives and Ethical Management	Managerial Accounting	Marketing	Consumer Behaviour
3	Applied Research Methodology	Operations Management	Language	Market Research	Sales Management
4	Corporate Design and Behavior	Digital Marketing and Business Models	Entrepreneurship Project	Brand Management	Global Marketing Strategy

5 Semester Abroad

6 In semesters 6 and 7 students specialise further by choosing eight elective modules from a wide range of topics in four thematic areas:

- Finance and Banking
- Managing Organisations
- Economics
- Business and Society

7 Bachelor Thesis

Core Modules
Specialisation Modules



This concentration is taught in English.
All modules bear 6 ECTS credit points except the semester(s) abroad (30 each) and the thesis (12). As of 17 August 2017. Valid for the 2017 Cohort.
All information is subject to change.

