

Curriculum finnische Studierende /Curricula Finnish students (5th and 6th semester)

	Modulnr.	Modulbezeichnung	Veranstaltungsart/ SWS					CP	Sem
			V	SL	Ü	P	ZP		
5. Semester	BSM 301	International Management		4				5	W
	BSM 302	Sales Law*		4				5	W
	BSM 303	Business Informatics		2	2			5	W
	BSM 304	Brand Management & Product Management		2	2			5	W
	BSM 305	Language I, Teil 1		2				3	W
	BSM 306	Business Project III: Sales Concept Development		2		4	T	8	W
6. Semester		Catalogue A							
	BSM 402	E-Commerce		2	2			5	S
	BSM 403	Social Media & Marketing Communication Online		2	2			5	S
	BSM 404	Big Data		2	2			5	S
		Catalogue B							
	BSM 60103	Intercultural HR Management and Leadership				4		5	S
	BSM 60104	Sustainability Marketing				4		5	S
	BSM 603	Economic Policy and International Economic Framework		4				5	S
		Bachelor Thesis						12	S
	Kolloquim						3	S	

B: Blockveranstaltung/ Block Course

cp: credit points

L Lecture

P: Projekt/Practice

PS: Projektseminar

PW Project work

S: Seminar (up to 32 students)

S* Seminar (up to 15 students)

SL: Seminaristische Lehrveranstaltung

Ü: Übung

V: Vorlesung