

International Study Programm

& subjects able to be taught/covered by project/research work
 & "Special Management" courses / Major courses within regular Degree Programs,
 -> taught in German, but available with optional examination in English

Subject	Comments	ECTS	Term / Semester	Language
-> International Study Program (ISP)				
Corporate Leadership		3	fall term	English
International Finance I		4	fall term	English
International Marketing I		4	fall term	English
International Human Resource Management I		4	fall term	English
International Management	taught as lecture series by international guest lecturers	3	fall term	English
Intercultural Management	taught as lecture series by international guest lecturers	4	fall term	English
International Business	International Case Studies, Academic Writing etc.	3	fall term	English
Economics I	Economic Policy	3	fall term	English
Business Simulation		3	fall term	English

Customer Relationship Management	this course is intended for Tourism and Event Management students; a restricted number of places are available	2	fall term	English
Marketing	this course is intended for Tourism and Event Management students; a restricted number of places are available	2	fall term	English
Conference "Mediation in a Global Village"	a restricted number of places are available	2	fall term	German /English

People Management / Leadership		3	spring term	English
International Finance II	module I is not required to register for this course	4	spring term	English
International Marketing II	module I is not required to register for this course	4	spring term	English
International Human Resource Management II	module I is not required to register for this course	4	spring term	English
Intercultural Management	taught as lecture series by international guest lecturers	4	spring term	English
International Business	International Case Studies, Academic Research and Writing etc.	2	spring term	English
Economics II	Economic Policy; module I is not required to register for this course	3	spring term	English
Business Simulation		3	spring term	English

Tourism Management	this course is intended for Tourism and Event Management students; a restricted number of places are available	2	spring term	English
Social Media Marketing	this course is intended for Media & Communication Management students; a restricted number of places are available	3	spring term	English

International Management	taught as lecture series by international guest lecturers	3	all 4 terms	English
Intercultural Management	taught as lecture series by international guest lecturers	4	all 4 terms	English

Business English		3	all 4 terms	
German as a foreign language	different levels are offered, depending on previous language knowledge of guest students	3	all 4 terms	
Spanish		3	all 4 terms	

-> subjects able to be taught/covered by project/research work

International Law	Module/detailed Subject to be defined by Tutor (regarding the requested subject within Learning Agreement)	3	all 4 terms	English
Additional subjects may be accommodated on request	Module/detailed Subject to be defined by Tutor (regarding the requested subject within Learning Agreement)	3	all 4 terms	English

-> Major courses within regular Degree Programs, -> taught in German, but available with optional examination in English

Tourism Management	several topics in so called "Special Management" classes, belonging to the "Major" of the DHBW Study Program	4 - 6	fall, winter & spring terms	German; with optional examination in English
Hotel Management	several topics in so called "Special Management" classes, belonging to the "Major" of the DHBW Study Program	4 - 6	fall, winter & spring terms	German; with optional examination in English
Trade Fair, Event & Coinference Management	several topics in so called "Special Management" classes, belonging to the "Major" of the DHBW Study Program	4 - 6	all 4 terms	German; with optional examination in English
Retail Management, Sales Management	several topics in so called "Special Management" classes, belonging to the "Major" of the DHBW Study Program	4 - 6	all 4 terms	German; with optional examination in English
Media & Communication Management	several topics in so called "Special Management" classes, belonging to the "Major" of the DHBW Study Program	4 - 6	all 4 terms	German; with optional examination in English