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
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
International Coordinator
Ass. jur. Nermin Karaoglu
Phone: +49.521.106-4840
— nermin.karaoglu@hsbi.de
↗ www.hsbi.de/en