

CUSTOMIZE YOUR DEGREE

BSC BUSINESS ADMINISTRATION

Core Business Courses			
Fundamentals of Management and Strategy	Fundamentals of Accounting	Mathematics for Business and Economics	Logistics and Supply Chain Management Fundamentals
Statistics	Marketing	Microeconomics	International Business Law
Academic Fundamentals	Deep Dive Business Challenge	Macroeconomics	Seminar
Core Components Study Abroad, Internship, Bachelor Thesis			
Streams			
Human and Environment Stream		Data and Systems Stream	
Human Resource Management		Introduction to Management Information Systems	
Empirical Research Methods		Management Science	
Chinese, Spanish or German		Data Management / Python	
Specializations			
International Management	Sustainable Management	Supply Chain Management	Management Information Systems
International Financial Accounting	Nonprofit Management	Transportation Management	Data Integration and Preparation
International Finance	Sustainable Product Development and Design Thinking	Inventory and Warehouse Management	Business Analytics and Decision Support
Consumer Behavior*	Business Ethics and Corporate Social Responsibility*	Supply Chain Strategy*	Digital Economy*
Intercultural Communication and Management*	Sustainable Supply Chains*	Operations Management*	Innovation and New Business Ventures*

*These courses are offered as electives and are open to all specializations.