

Faculty of Business – Courses in English – Winter Semester 2020/21

Courses for BA-students

Module	Lecturer	ECTS
Introduction to Business	Wiechern	5
Principles of Marketing	Hardiman/ Stegemann	5
SCOM Operations Management	Franke	5
Cost Accounting	Meier	5
Strategic Management and Marketing	Gulev	5
Macroeconomics	Bandholz	5
Services Marketing	Dressler	5
Managing Sustainability for Modern Businesses	Gulev	5
Business Psychology	Walsh	5
Design Thinking	Hardiman	5
Basics of Project Management	Weßels	5
Cross Cultural Business Management	Gulev	5
Scientific Research and Academic Writing	Dressler	5
Marketing Analytics	Stegemann	5

Courses for MA-students

Module	Lecturer	ECTS
Intercultural Management	Gulev	5
Digital Strategy	Hardiman	5
Digital Marketing	Hardiman	5
Business Valuation & Capital Market Theory	Meier	5