



www.iu.org

BACHELOR (B.A.) MANAGEMENT

In the Bachelor's programme in Management, which puts an emphasis on theory, practical applications, and projects. You'll explore the ways in which the global economy is changing, and how companies and managers can not only adapt to these changes, but actively shape and be a part of them. From agile work to digital transformation, you'll develop the knowledge, experience and confidence you need to kick-start a career in international management.



Degree

Bachelor of Arts (B.A.)



Electives

In the Management distance learning programme, you can choose electives worth 30 ECTS and thus focus on interesting practical areas.



Study model and accreditation*

- Online studies
- German accredited institution, recognised by ZFU (German Central Office for Distance Learning)



Study start and duration

Official start date: October 4th, 2022

Afterwards: Anytime

Duration: optionally 48 or 72 months



Credits

240 ECTS

*Subject to state accreditation. We expect the Ministry's approval no later than the start of the programme. So far, all of our programmes have been successfully accredited and approved on time.

Curriculum (240 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
Academic Integrity and Writing for Business	1	5 ECTS	WAWA
Introduction to Academic Work		5 ECTS	BWB
Collaborative Work		5 ECTS	OA
Intercultural and Ethical Decision-Making		5 ECTS	WACS
Foreign Language (French, German, Italian, Spanish)*		10 ECTS	PAC
Digital Skills	2	5 ECTS	AWB
Business Mathematics		5 ECTS	E
Intercultural Psychology		5 ECTS	E
Project: Introduction to Humanities		5 ECTS	WAPR
Foreign Language (French, German, Italian, Spanish)*		10 ECTS	PAC
Business 101	3	5 ECTS	E/WAWA
Managerial Economics		5 ECTS	E
Principles of Management		5 ECTS	WACS
Global Corporations and Globalization		5 ECTS	E
Statistics – Probability and Descriptive Statistics		5 ECTS	E
Project: Design Thinking		5 ECTS	WAPR
International Marketing	4	5 ECTS	E
Supply Chain Management I		5 ECTS	E
International Brand Management		5 ECTS	E
Organizational Behavior		5 ECTS	WACS
Corporate Finance and Investment		5 ECTS	WAWA
Project: Cross Media Marketing		5 ECTS	OPR
Entrepreneurship and Innovation	5	5 ECTS	WAWA
Corporate Governance and Strategy		5 ECTS	WAWA
Service Operations Management		5 ECTS	WAWA
Digital Business Models		5 ECTS	E
Management Accounting		5 ECTS	E/WAWA
Project: Development of Business Ideas		5 ECTS	WAPR
International Accounting	6	5 ECTS	E
Supply Chain Management II		5 ECTS	E
International HR Management		5 ECTS	WACS
Leadership 4.0		5 ECTS	E
Sustainability		5 ECTS	E/WACS
Project: New Work		5 ECTS	PO
Seminar: Current Issues in International Management	7	5 ECTS	WARE
Agile Project Management		5 ECTS	WAPR
Project: Production and Logistics		5 ECTS	WAPR
Thesis Lab		5 ECTS	WAPR
Elective A		10 ECTS	
Elective B	8	10 ECTS	
Elective C		10 ECTS	
Bachelor Thesis & Colloquium		10 ECTS	WABT+PC

CHOOSE YOUR ELECTIVES

Choose one elective from

“Electives A” list:

- Applied Sales
- Business Ethics and Sustainability
- Business Intelligence
- Financial Services Management
- Managing People and Fundamentals of Business Psychology
- Online and Social Media Marketing
- Organizational Development and Change Management
- Salesforce Platform Management

Choose one elective from

“Electives B” list:

- Digital Product Development
- Digitalization in Business and Retail
- Elaboration of Business Ideas
- Fundamentals of Operations Research
- Innovative Technologies and Sustainability
- Introduction to Data Science and Programming with Python
- IT Service Management
- Smart Factory
- Smart Services

Choose one elective from

“Electives C” list:

- Applied Sales
- Business Ethics and Sustainability
- Business Intelligence
- Digital Product Development
- Digitalization in Business and Retail
- Elaboration of Business Ideas
- Financial Services Management
- Fundamentals of Operations Research
- Innovative Technologies and Sustainability
- Internship
- Introduction to Data Science and Programming with Python
- IT Service Management
- Managing People and Fundamentals of Business Psychology
- Online and Social Media Marketing
- Organizational Development and Change Management
- Salesforce Platform Management
- Smart Factory
- Smart Services
- Studium Generale