

# INTERNATIONAL ACADEMY

SEMESTER	MODULE WITH ECTS							TOTAL ECTS
<b>Summer</b>	*German as a foreign language (4)	Cross cultural communication and team work (3)	Creative Problem Solving (3)	*Business German 1 (4)	Entrepreneurship (3)	Practical Sales Project Seminar (5)	Research Methods in Business Marketing (5)	51
	New Technologies and New Trends (5)	B2B Marketing and Sales (5)	Entrepreneurial Leadership (3)	Systems Engineering (+ Practical Training)(5)	Innovation Management (3)	Business Analysis and Valuation (3)		
<b>Winter</b>	*German as a foreign language (4)	International communication (3)	Simulating and Optimizing the value network (3)	*Business German 2 (4)	Seminar: Academic writing (3)	** Practical Sales Project Seminar (5)	Intercultural Challenges in Customer and Account Management (5)	54
	Innovation and Virtual Leadership (5)	International Project Management (3)	International Marketing (5)	Business Analysis and Valuation (3)	Change Management (3)	Strategic Management (3)	** B2B Marketing and Sales Project Seminar (5)	

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 Compulsory Modules
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 Elective Modules
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 Practical Training / Industry Projects

The credits are entered directly after the module name in the ( )

Remarks:

- 1 The courses mentioned above are subject to change in the future if required.
- 2 Each semester, participants have the opportunity to choose one of the two \*Language-Based Courses and one of the two\*\*Industry Projects.
- 3 Every semester, a minimum of 30 ECTS credits including at least one practical project and one language module is required to obtain the letter of attendance. Enrollment for ECTS < 30 is also possible.