

# COURSES OFFERED BY INTERNATIONAL ACADEMY

TERM	MODULE WITH ECTS								ECTS
SUMMER	Cross cultural communication and team work 3	Creative Problem Solving 3	Business German 4	Practical Sales Project Seminar 5	Research Methods in Business Marketing 5	New Technologies and New Trends 5	B2B Marketing and Sales 5		38
	Entrepreneurial Leadership 3		Consumer Psychology 5						
WINTER	International communication - analyzing and resolving conflicts in international contexts 3	Supply chain management - simulating and optimizing the value network 3	Seminar: Academic Writing 3	Practical Sales Project Seminar 5	Intercultural Challenges in Customer and Account Management 5	Innovation and Virtual Leadership 5	International Project Management 3		40
	International Marketing 5	Change Management and New Work 5	Successful presentations, dialogues and Meetings 3						