



## Bachelor Business Administration and Psychology

Semester 1 2 3 4 5 6 ECTS

<b>Introduction to Business Administration and Business Psychology</b>	Introduction to Business Administration	3						<b>6</b>
	Introduction to Business Psychology	3						
<b>Accountancy</b>	Accounting	3						<b>6</b>
	Cost Accounting	3						
<b>General Psychology</b>	General Psychology I	3						<b>6</b>
	General Psychology II	3						
<b>Research Methods and Applied Sciences</b>	Research Methods and Applied Statistics I	6						<b>16</b>
	Research Methods and Applied Statistics II		6					
	Methods of Qualitative Research			4				
<b>Finance</b>	Finance I		3					<b>6</b>
	Finance II		3					
<b>Management and Work and Organisational Psychology</b>	Organisation and Change Management		3					<b>15</b>
	Leadership and Motivation		3					
	Human Resource Management			3				
	Work Psychology			3				
	Case Studies in Change Management				3			
<b>Social Psychology</b>	Social Psychology I		3					<b>6</b>
	Social Psychology II		3					
<b>Economics</b>	Microeconomics			3				<b>6</b>
	Microeconomics			3				
<b>Marketing and Economic Psychology</b>	Marketing			3				<b>15</b>
	Market Research			3				
	Consumer Psychology				3			
	Economic Psychology				3			
	Case Studies in Marketing				3			
<b>Differential Psychology</b>	Personality and Differential Psychology I			3				<b>6</b>
	Personality and Differential Psychology II			3				
<b>Psychological Testing and Assessment</b>	Psychological Assessment Tools for Business				3			<b>6</b>
	Questionnaire Design				3			

		Semester	1	2	3	4	5	6	ECTS
<b>Strategic and Controlling</b>	Strategic Controlling I					3			<b>6</b>
	Strategic Controlling II					3			
<b>Law</b>	Private Law						3		<b>8</b>
	Labour and Social Law						3		
	Case Studies in Law						2		
<b>Choice: Human Resource Management</b>	HR Planning, Personnel Search and Selection						4		<b>20</b>
	Strategic Human Resource Development						4		
	Change Management and Process Consulting						4		
	Gender and Diversity Management							4	
	Performance and Compensation Management							4	
<b>Choice: Marketing Research/ Management</b>	Marketing Planning, Strategy and Monitoring						4		<b>20</b>
	Product and Brand Management						4		
	Communication Policy and Promotion						4		
	Sales Management							4	
	Customer Relationship Management							4	
<b>Management and Soft Skills</b>	Learning Methods and Team Building		2						<b>14</b>
	Academic Reading and Writing		1						
	Communication and Negotiation Skills			2					
	Presentation Skills			1					
	Project Management				2				
	Conflict Management					2			
	Organisation Laboratory						2		
	Consulting and Coaching							2	
<b>Business Communications</b>	Business English I		3						<b>10</b>
	Business English II			3					
	Business English III				2				
	Business English IV					2			
<b>Bachelor</b>	Bachelor's Thesis I						5		<b>16</b>
	Bachelor's Thesis Seminar I						1		
	Bachelor's Thesis II							5	
	Bachelor's Thesis Seminar II							1	
	Bachelor's Colloquium							4	
<b>Internship</b>	Internship							11	<b>12</b>
	Internship Seminar							1	
<b>Summe ECTS</b>			<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>180</b>