

**ISM MODULE MANUAL**

BACHELOR DISTANCE LEARNING B.SC. BUSINESS ADMINISTRATION

# CURRICULUM B.SC. BUSINESS ADMINISTRATION

## Full-time (6 semesters) Digital Track

SEMESTER	MODULES						ECTS CREDITS
1.	Self-management	Business English	Introduction to Business Administration 1	Introduction to Business Administration 2	Theories & Methods of Business Administration	Mathematics	30
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
2.	Scientific Methods	Law 1	Organizational Management	Accounting & Financial Reporting	Innovation & Project Management	Statistics	30
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
3.	Rhetorics & Communication	Law 2	Investment & Financing	Cost Accounting	Digital Transformation	Microeconomics	30
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
4.	Intercultural Communication	Elective	Elective	Human Resources Management	Sustainability Management	Macroeconomics	30
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
5.	Leadership	Elective	Elective	Elective	Strategic Management	Market research	30
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
6.	Elective	Elective	Elective	Supply Chain Management	Bachelor Thesis with Colloquium		30
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	10 ECTS		

**Elective Modules (Digital Track):**

- Brand Management
- Business Analysis
- Corporate Communication
- Corporate Structuring
- Digital Brand Communication
- Digital Business Models
- Entrepreneurship
- Introduction to Financial Management
- International Financial Management
- International Financial Reporting
- Media & Communication
- Occupational & Organizational Psychology

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## BACHELOR DISTANCE LEARNING B.SC. BUSINESS ADMINISTRATION

**Part-time 1 (9 semesters) Digital Track**

SEMESTER	MODULES				ECTS CREDITS
1.	Self-management	Introduction to Business Administration 1	Introduction to Business Administration 2	Mathematics	20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
2.	Business English	Theories & Methods of Business Administration	Accounting & Financial Reporting	Statistics	20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
3.	Scientific Methods	Innovation & Project Management	Cost Accounting	Law 1	20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
4.	Rhetoric & Communication	Organizational Management	Investment & Financing	Law 2	20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
5.	Intercultural Communication	Human Resources Management	Digital Transformation	Microeconomics	20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
6.	Leadership	Elective	Elective	Macroeconomics	20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
7.	Elective	Elective	Sustainability Management	Market research	20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
8.	Elective	Elective	Supply Chain Management	Strategic Management	20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
9.	Elective	Elective	Bachelor Thesis with Colloquium		20
	5 ECTS	5 ECTS	10 ECTS		

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## BACHELOR DISTANCE LEARNING B.SC. BUSINESS ADMINISTRATION

**Part-time 2 (12 semesters) Digital Track**

SEMESTER	MODULES			ECTS CREDITS
1.	Self-management	Introduction to Business Administration 1	Introduction to Business Administration 2	15
	5 ECTS	5 ECTS	5 ECTS	
2.	Business English	Theories & Methods of Business Administration	Mathematics	15
	5 ECTS	5 ECTS	5 ECTS	
3.	Organizational Management	Accounting & Financial Reporting	Statistics	15
	5 ECTS	5 ECTS	5 ECTS	
4.	Scientific Methods	Innovation & Project Management	Law 1	15
	5 ECTS	5 ECTS	5 ECTS	
5.	Digital Transformation	Cost Accounting	Law 2	15
	5 ECTS	5 ECTS	5 ECTS	
6.	Rhetorics & Communication	Investment & Financing	Microeconomics	15
	5 ECTS	5 ECTS	5 ECTS	
7.	Intercultural Communication	Human Resources Management	Macroeconomics	15
	5 ECTS	5 ECTS	5 ECTS	
8.	Elective	Elective	Sustainability Management	15
	5 ECTS	5 ECTS	5 ECTS	
9.	Elective	Elective	Market research	15
	5 ECTS	5 ECTS	5 ECTS	
10.	Elective	Elective	Strategic Management	15
	5 ECTS	5 ECTS	5 ECTS	
11.	Elective	Elective	Supply Chain Management	15
	5 ECTS	5 ECTS	5 ECTS	
12.	Leadership	Bachelor Thesis with Colloquium		15
	5 ECTS	10 ECTS		

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## BACHELOR DISTANCE LEARNING B.SC. BUSINESS ADMINISTRATION

**Full-time (6 semesters) On-Campus Track**

SEMESTER	MODULES						ECTS CREDITS
1.	Self-management	Business English	Introduction to Business Administration 1	Introduction to Business Administration 2	Theories & Methods of Business Administration	Mathematics	30
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
2.	Scientific Methods	Law 1	Organizational Management	Accounting & Financial Reporting	Innovation & Project Management	Statistics	30
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
3.	Rhetorics & Communication	Law 2	Investment & Financing	Cost Accounting	Digital Transformation	Microeconomics	30
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
4.	Intercultural Communication	Elective	Elective	Human Resources Management	Sustainability Management	Macroeconomics	30
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
5. (on campus) Winter semester		Business Communication	General Management	Supply Chain Management	Financial Management	E-Business	30
		6 ECTS	6 ECTS	6 ECTS	6 ECTS	6 ECTS	
6.	Elective	Elective	Elective	Bachelor Thesis with Colloquium		Market research	30
	5 ECTS	5 ECTS	5 ECTS	10 ECTS		5 ECTS	

**Elective Modules (On-Campus Track):**

- Brand Management
- Business Analysis
- Corporate Structuring
- Digital Brand Communication
- Digital Business Models
- Entrepreneurship
- Introduction to Financial Management
- International Financial Reporting
- Media & Communication
- Occupational & Organizational Psychology

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## BACHELOR DISTANCE LEARNING B.SC. BUSINESS ADMINISTRATION

**Part-time 1 (9 semesters) On-Campus Track**

SEMESTER	MODULES					ECTS CREDITS
1.	Self-management	Introduction to Business Administration 1	Introduction to Business Administration 2	Mathematics		20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS		
2.	Business English	Theories & Methods of Business Administration	Accounting & Financial Reporting	Statistics		20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS		
3.	Scientific Methods	Innovation & Project Management	Cost Accounting	Law 1		20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS		
4.	Rhetorics & Communication	Organizational Management	Investment & Financing	Law 2		20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS		
5.	Intercultural Communication	Human Resources Management	Digital Transformation	Microeconomics		20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS		
6.	Elective	Elective	Sustainability Management	Macroeconomics		20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS		
7.	Elective	Elective	Elective	Market research		20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS		
8. (on campus) (Winter semester)	Business Communication	General Management	Supply Chain Management	Financial Management	E-Business	30
	6 ECTS	6 ECTS	6 ECTS	6 ECTS	6 ECTS	
9.	Bachelor Thesis with Colloquium					10
	10 ECTS					

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## BACHELOR DISTANCE LEARNING B.SC. BUSINESS ADMINISTRATION

**Part-time 2 (11 semesters) On-Campus Track**

SEMESTER	MODULES					ECTS CREDITS
1.	Self-management	Introduction to Business Administration 1		Introduction to Business Administration 2		15
	5 ECTS	5 ECTS		5 ECTS		
2.	Business English	Theories & Methods of Business Administration		Mathematics		15
	5 ECTS	5 ECTS		5 ECTS		
3.	Organizational Management	Accounting & Financial Reporting		Statistics		15
	5 ECTS	5 ECTS		5 ECTS		
4.	Scientific Methods	Innovation & Project Management		Law 1		15
	5 ECTS	5 ECTS		5 ECTS		
5.	Digital Transformation	Cost Accounting		Law 2		15
	5 ECTS	5 ECTS		5 ECTS		
6.	Rhetorics & Communication	Investment & Financing		Microeconomics		15
	5 ECTS	5 ECTS		5 ECTS		
7.	Intercultural Communication	Human Resources Management		Macroeconomics		15
	5 ECTS	5 ECTS		5 ECTS		
8.	Elective	Elective		Sustainability Management		15
	5 ECTS	5 ECTS		5 ECTS		
9.	Elective	Elective		Market research		15
	5 ECTS	5 ECTS		5 ECTS		
10. (on campus) (Winter semester)	Business Communication	General Management	Supply Chain Management	Financial Management	E-Business	30
	6 ECTS	6 ECTS	6 ECTS	6 ECTS	6 ECTS	
11.	Elective	Bachelor Thesis with Colloquium				15
	5 ECTS	10 ECTS				

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### BACHELOR DISTANCE LEARNING B.SC. BUSINESS ADMINISTRATION

## Full-time (6 semesters) Practical Track

SEMESTER	MODULES						ECTS CREDITS
1.	Self-management	Business English	Introduction to Business Administration 1	Introduction to Business Administration 2	Theories & Methods of Business Administration	Mathematics	30
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
2.	Scientific Methods	Law 1	Organizational Management	Accounting & Financial Reporting	Innovation & Project Management	Statistics	30
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
3.	Rhetorics & Communication	Law 2	Investment & Financing	Cost Accounting	Digital Transformation	Microeconomics	30
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
4.	Intercultural Communication	Elective	Strategic Management	Human Resources Management	Sustainability Management	Macroeconomics	30
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
5.	Leadership	Elective	Bachelor Thesis with Colloquium		Supply Chain Management	Market research	30
	5 ECTS	5 ECTS	10 ECTS		5 ECTS	5 ECTS	
6.	Internship						30
	30 ECTS						

### Elective Modules (Practical Track):

- Brand Management
- Business Analysis
- Corporate Communication
- Corporate Structuring
- Digital Brand Communication
- Digital Business Models
- Entrepreneurship
- Introduction to Financial Management
- International Financial Management
- International Financial Reporting
- Media & Communication
- Occupational & Organizational Psychology

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## BACHELOR DISTANCE LEARNING B.SC. BUSINESS ADMINISTRATION

**Part-time 1 (9 semesters) Practical Track**

SEMESTER	MODULES				ECTS CREDITS
1.	Self-management	Introduction to Business Administration 1	Introduction to Business Administration 2	Mathematics	20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
2.	Business English	Theories & Methods of Business Administration	Accounting & Financial Reporting	Statistics	20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
3.	Scientific Methods	Innovation & Project Management	Cost Accounting	Law 1	20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
4.	Rhetoric & Communication	Organizational Management	Investment & Financing	Law 2	20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
5.	Intercultural Communication	Human Resources Management	Digital Transformation	Microeconomics	20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
6.	Leadership	Elective	Strategic Management	Macroeconomics	20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
7.	Elective	Sustainability Management	Supply Chain Management	Market research	20
	5 ECTS	5 ECTS	5 ECTS	5 ECTS	
8.	Bachelor Thesis with Colloquium		Internship		20
	10 ECTS		10 ECTS		
9.	Internship				20
	10 ECTS				



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## BACHELOR DISTANCE LEARNING B.SC. BUSINESS ADMINISTRATION

**Part-time 2 (12 semesters) Practical Track**

SEMESTER	MODULES			ECTS CREDITS
1.	Self-management	Introduction to Business Administration 1	Introduction to Business Administration 2	15
	5 ECTS	5 ECTS	5 ECTS	
2.	Business English	Theories & Methods of Business Administration	Mathematics	15
	5 ECTS	5 ECTS	5 ECTS	
3.	Organizational Management	Accounting & Financial Reporting	Statistics	15
	5 ECTS	5 ECTS	5 ECTS	
4.	Scientific Methods	Innovation & Project Management	Law 1	15
	5 ECTS	5 ECTS	5 ECTS	
5.	Digital Transformation	Cost Accounting	Law 2	15
	5 ECTS	5 ECTS	5 ECTS	
6.	Rhetorics & Communication	Investment & Financing	Microeconomics	15
	5 ECTS	5 ECTS	5 ECTS	
7.	Intercultural Communication	Human Resources Management	Macroeconomics	15
	5 ECTS	5 ECTS	5 ECTS	
8.	Elective	Sustainability Management	Strategic Management	15
	5 ECTS	5 ECTS	5 ECTS	
9.	Elective	Supply Chain Management	Market research	15
	5 ECTS	5 ECTS	5 ECTS	
10.	Leadership	Bachelor Thesis with Colloquium		15
	5 ECTS	10 ECTS		
11.	Internship			15
	15 ECTS			
12.	Internship			15
	15 ECTS			