

COURSE CATALOGUE FOR INTERNATIONAL EXCHANGE STUDENTS

FACULTY OF ECONOMICS & MEDIA SUMMER SEMESTER 2025

Founded in 1848 by Carl Remigius Fresenius, and with its roots in the Fresenius Chemical Laboratory, Hochschule Fresenius, University of Applied Sciences can look back on an over 175-year-old tradition in privately funded education in Germany. True to the intent of its founder, it combines teaching, research, and practical application. The name Fresenius stands for practically oriented teaching closely linked to applied research and development.

Hochschule Fresenius blends tradition with innovation. Digital transformation, demographic change or skills shortages: we know what makes people, societies and economies tick. We are constantly developing our study programs to train the next generation of specialists and managers. Join us and help shape the future with your specialist skills, creativity, agility and empathy.

We offer our English-taught programs in our various campuses throughout Germany: **Berlin, Cologne, Düsseldorf, Hamburg, and Munich.**

Throughout our different schools, you will find a broad range of exciting and future-oriented courses. If you or your home university need detailed course descriptions of certain courses, don't hesitate to contact us. **Make sure to choose courses relevant to your academic background and consult your home coordinator before applying. We recommend that you apply for courses from one study program or even the same semester to avoid clashes in the timetable.** Please note that participation in a course cannot be guaranteed beforehand. If you are interested in German-taught courses, please visit www.hs-fresenius.de or contact the International Office (international@hs-fresenius.de).

BACHELOR'S STUDY PROGRAMS TAUGHT IN ENGLISH

- **INTERNATIONAL BUSINESS MANAGEMENT (B.A.)** → Berlin, Cologne, Düsseldorf, Hamburg, Munich
- + **INDIVIDUAL ENGLISH-TAUGHT COURSES FROM VARIOUS STUDY PROGRAMS** → Berlin, Cologne, Düsseldorf, Hamburg, Munich

MASTER'S STUDY PROGRAMS TAUGHT IN ENGLISH

- **DIGITAL MANAGEMENT (M.SC.)** → Berlin, Cologne
- **INDUSTRIAL ENGINEERING AND INTERNATIONAL MANAGEMENT** → Berlin, Cologne
- **INTERNATIONAL BUSINESS MANAGEMENT (M.SC.)** → Berlin, Cologne, Munich
- **INTERNATIONAL MANAGEMENT (M.A.)** → Berlin, Cologne
- **INTERNATIONAL TOURISM AND EVENT MANAGEMENT (M.A.)** → Hamburg
- **LUXURY MANAGEMENT (M.SC.)** → Cologne, Munich
- **MARKETING & BRAND MANAGEMENT (M.SC.)** → Berlin, Cologne
- **SUSTAINABILITY & TRANSFORMATION MANAGEMENT (M.SC.)** → Berlin, Cologne
- + **INDIVIDUAL ENGLISH-TAUGHT COURSES FROM VARIOUS STUDY PROGRAMS** → Berlin, Cologne, Düsseldorf, Hamburg, Munich

INTERNATIONAL BUSINESS MANAGEMENT (B.A.)

Berlin, Cologne, Düsseldorf, Hamburg, Munich

Code	Course	Semester	Credits	Teaching Units/Week
1st Semester				
B-IBM 1.1	International Business and Strategic Management	1	5	4
B-IBM 1.2	Bookkeeping and Cost Accounting	1	5	2
B-IBM 2.1	Mathematics and Statistics I	1	5	4
<i>B-IBM 2.1.1</i>	<i>Calculus and Linear Algebra</i>			
<i>B-IBM 2.1.2</i>	<i>Descriptive Statistics</i>			
B-IBM 4.1	Marketing, Social Media Marketing and E-Commerce	1	5	4
B-IBM 6.1	Business English	1	5	4
B-IBM 6.2	Acad. Writing; Self+Time Management; Presentation Techniques	1	5	2
2nd Semester (Cologne, Düsseldorf, Hamburg, Munich)				
B-IBM 2.2	Mathematics and Statistics II	2	5	4
<i>B-IBM 2.2.1</i>	<i>Financial Mathematics</i>			
<i>B-IBM 2.2.2</i>	<i>Inferential Statistics</i>			
B-IBM 2.3	Microeconomics	2	5	4
B-IBM 4.2	Market Research and Empirical Research Methods	2	5	4
B-IBM 5.1	Digital Project Management and Practical Project	2	5	3
B-IBM 6.3	Chinese: Mandarin for Beginners OR	2	5	4
B-IBM 6.4	International Business and Management Consulting			3
3rd Semester (Berlin, Cologne, Düsseldorf, Munich)				
B-IBM 2.4	Macroeconomics	3	5	4
B-IBM 3.1	International Human Resources and Diversity	3	5	4
B-IBM 3.2	Digital Transformation and Change Management	3	5	4
B-IBM 4.3	Consumer Behavior and Market Psychology	3	5	2
B-IBM 5.2	Advanced Practical Project	3	5	1
B-IBM 1.4	Financial Accounting	3	5	4
6th Semester (Berlin, Cologne, Munich)				
B-IBM 1.5	Global Supply Chain Management and Logistics	6	5	2
B-IBM 3.6	Management Game	6	5	4
B-IBM 6.6	Strategic Networking and Personal Branding	6	3	2
B-IBM 3.5	Entrepreneurship and Innovation Management	6	5	3

INDIVIDUAL ENGLISH-TAUGHT COURSES FROM VARIOUS STUDY PROGRAMS (Bachelor's level)

Berlin, Cologne, Düsseldorf, Hamburg, Munich

Code	Course	Semester	Credits	Teaching Units/Week	Campus
B-BS-1	Business Communication (Business Language Issues & Conversation and Presentation)	1	5	4	All campuses
B-GV-11	International and Intercultural Management	4	5	4	All campuses
B-BW-SP-3.1	Strategic und Functional Management in International Companies	4/5	5	4	Only Cologne (to be approved)
B-BW-SP-3.2	Applied International Strategic Management	4/5	5	4	
B-BW-SP-3.3	International Economic Relations	4/5	5	4	

DIGITAL MANAGEMENT (M.SC.)

Berlin, Cologne

Code	Course	Semester	Credits	Teaching Units/Week
1st Semester				
M-DBML 1	Contemporary Digitalization in Business & Economy	1	5	3
M-DSIBM 2	Disruptive Technologies & Digital Applications	1	5	2
M-IBS MC 1	Leadership & Management	1	5	4
M-IBS MC 2	Advanced Project Management	1	5	3
M-IBS 3	German I: Living in Germany	1	5	4
M-IBS 5	Intercultural Communication & Competence	1	5	4
M-IBS 7	Research Methodology	1	5	2
3rd Semester (Berlin, Cologne)				
M-DBML 3	Digital Sociology, Behavior & Consumer Change	3	5	3
M-DBML 4	Performance Marketing & Social Media Management	3	5	3
M-IBS-MC 4	Advanced Team Project	3	10	2
M-IBS 10	Scientific Work in Practice	3	5	2

INDUSTRIAL ENGINEERING AND INTERNATIONAL MANAGEMENT (M.SC.) Berlin, Cologne

Code	Course	Semester	Credits	Teaching Units/Week
1st Semester (Berlin, Cologne)				
M-IEIM 1.1	Quality Management	1	5	4
M-IEIM 2.1	Renewable Energy Generation and Storage	1	5	4
M-IEIM 3.1	International Economics and International	1	5	4
M-IEIM 3.2	Leadership and Strategy	1	5	4
M-IEIM 4.1	Financial Management	1	5	4
2nd Semester (Berlin, Cologne)				
M-IEIM 1.2	Analysis of Enterprise Resource Planning Systems	2	5	0
M-IEIM 2.2	Sustainability Management and CSR in a Global	2	5	2
M-IEIM 3.4	International Marketing and Sales	2	5	4
M-IEIM 4.2	Entrepreneurial Finance	2	5	4
M-IEIM 4.3	Advanced Corporate Finance	2	5	4
3rd Semester (Berlin, Cologne)				
M-IEIM 2.3	Industrial Ecology and Circular Economy Technologies	3	5	4
M-IEIM 3.3	Project and Organizational Management	3	5	4
M-IEIM 4.4	International Finance	3	5	4
M-IEIM 1.3	Digital Innovations	3	5	4

INTERNATIONAL BUSINESS MANAGEMENT (M.SC.)

Berlin, Cologne, Munich

Code	Course	Semester	Credits	Teaching Units/Week
1st Semester (Berlin, Cologne)				
M-SIM 1	International & Global Management	1	5	4
M-SIM 2	Corporate Strategy	1	5	4
M-IBS MC 1	Leadership & Management	1	5	4
M-IBS MC 2	Advanced Project Management	1	5	3
M-IBS 3	German I: Living in Germany	1	5	4
M-IBS 5	Intercultural Communication & Competence	1	5	4
M-IBS 7	Research Methodology	1	5	2
2nd Semester (Cologne)				
M-SIM 3	Applied Strategic International Management	2	5	4
M-IM 9	Managing Transformation & Change	2	5	3
M-IBS MC 3	Innovation Management & Design Thinking	2	5	4
M-IBS 1	Interdisciplinary Team Project I	2	5	1
M-IBS 4	German II: Working in Germany	2	5	3
M-IBS 6	Foreign Language Skills	2	5	2
M-IBS 8	Quantitative & Qualitative Methods for Business	2	5	4
3rd Semester (Cologne)				
M-SIM 4	International Economics & Global Relations	3	5	3
M-IBS-E 3	Entrepreneurship	3	5	3
M-IBS-MC 4	Advanced Team Project	3	10	2
M-IBS 10	Scientific Work in Practice	3	5	2

INTERNATIONAL MANAGEMENT (M.A.)

Berlin, Cologne

Code	Course	Semester	Credits	Teaching Units/Week
1st Semester (Berlin, Cologne)				
M-IM 1	Economic Thinking in a Global Context	1	5	2
M-IM 2	Finance for Non-Finance Managers	1	5	3
M-IM 3	International Business & Contemporary Corporate Challenges	1	5	4
M-IM 4	Digital Project Management	1	5	
<i>M-IM 4.1</i>	<i>Project & Organizational Management in a Digital Context</i>			2
<i>M-IM 4.2</i>	<i>Applied Agile Coaching</i>			1
M-IBS 3	German I: Living in Germany	1	5	4
M-IBS 5	Intercultural Communication & Competence	1	5	4
M-IBS 7	Research Methodology	1	5	2
2nd Semester (Berlin, Cologne)				
M-IM 7	International Relations & Current World Affairs	2	5	
M-IM 7.1	<i>International Relation Theories</i>			1
M-IM 7.2	<i>Debating Current World Affairs</i>			2
M-IBS 1	Interdisciplinary Team Project I	2	5	1
M-IM 5	Managerial Economics	2	5	3
M-IM 6	Marketing in a Global Context	2	5	3
M-IBS 4	German II: Working in Germany	2	5	3
M-IBS 8	Quantitative & Qualitative Methods for Business	2	5	
<i>M-IBS 8.1</i>	<i>Quantitative Methods</i>			2
<i>M-IBS 8.2</i>	<i>Qualitative Methods</i>			2
3rd Semester (Berlin, Cologne)				
M-IBS 2	Interdisciplinary Team Project II	3	5	1
M-IM 8	Strategy & Management	3	5	4
M-IM 9	Managing Transformation & Change	3	5	3
M-IBS 9	Data Science for Business	3	5	4
M-IBS 10	Scientific Work in Practice	3	5	2
4th Semester (Cologne)				
M-IM 10	Leadership & HR in the Context of Global Organizations	4	5	3
M-IM 11	Competing in the Global Market: Management Game	4	5	2

INTERNATIONAL TOURISM AND EVENT MANAGEMENT (M.A.) Hamburg

Code	Course	Semester	Credits	Teaching Units/Week
1st Semester (NOT OFFERED IN SUMMER SEMESTER)				
M-ITEM-1.1	Tourism Trends & Issues	1	5	2
M-ITEM-1.2	International Tourism & Events Management	1	5	4
M-ITEM-2.1	Behavioural Decision Making	1	5	4
M-ITEM-2.2	International Economics & International Management	1	5	4
M-ITEM-2.3	International Marketing & Sales	1	5	4
M-ITEM-3.1	Research Methods	1	5	2

LUXURY MANAGEMENT (M.SC.)

Cologne, Munich

Code	Course	Semester	Credits	Teaching Units/Week
1st Semester				
M-LyM 1	Luxury Business Mix	1	5	4
M-IBS-E 6	Strategic Marketing & Brand Management	1	5	4
M-IBS MC 1	Leadership & Management	1	5	4
M-IBS MC 2	Advanced Project Management	1	5	3
M-IBS 3	German I: Living in Germany	1	5	4
M-IBS 5	Intercultural Communication & Competence	1	5	4
M-IBS 7	Research Methodology	1	5	2
2nd Semester (Cologne)				
M-LyM 2	Strategic & Financial Management in Luxury	2	5	3
M-LyM 3	Customer Experience in Luxury	2	5	4
M-IBS MC 3	Innovation Management & Design Thinking	2	5	4
M-IBS 1	Interdisciplinary Team Project I	2	5	1
M-IBS 4	German II: Working in Germany	2	5	3
M-IBS 6	Foreign Language Skills	2	5	2
M-IBS 8	Quantitative & Qualitative Methods for Business	2	5	4

MARKETING & BRAND MANAGEMENT (M.SC.)

Berlin, Cologne

Code	Course	Semester	Credits	Teaching Units/Week
1st Semester				
M-SMaBM 1	Strategic Marketing Management	1	5	4
M-SMaBM 2	Brand Theory & Corporate Brand Strategy	1	5	4
M-IBS MC 1	Leadership & Management	1	5	4
M-IBS MC 2	Advanced Project Management	1	5	3
M-IBS 3	German I: Living in Germany	1	5	4
M-IBS 5	Intercultural Communication & Competence	1	5	4
M-IBS 7	Research Methodology	1	5	2
2nd Semester (Berlin)				
M-SMaBM 3	Marketing Mix Design & Management	2	5	4
M-SMaBM 4	Complex Brand Architectures & Positioning	2	5	2
M-IBS MC 3	Innovation Management & Design Thinking	2	5	4
M-IBS 1	Interdisciplinary Team Project	2	5	1
M-IBS 4	German II: Working in Germany	2	5	4
M-IBS 8	Quantitative & Qualitative Methods for Business	2	5	4
3rd Semester (Berlin, Cologne)				
M-SMaBM 5	Consumer Research Lab	3	5	2
M-IBS-E 5	Consumer Behavior & Psychology	3	5	4
M-IBS-MC 4	Advanced Team Project	3	10	2
M-IBS 10	Scientific Work in Practice	3	5	2

SUSTAINABILITY & TRANSFORMATION MANAGEMENT (M.SC.)

Berlin, Cologne

Code	Course	Semester	Credits	Teaching Units/Week
1st Semester				
M-SyTM 1	Corporate Sustainability	1	5	4
M-SyTM 2	Sustainable Economy & Planetary Limitations	1	5	4
M-IBS MC 1	Leadership & Management	1	5	4
M-IBS MC 2	Advanced Project Management	1	5	3
M-IBS 3	German I: Living in Germany	1	5	4
M-IBS 5	Intercultural Communication & Competence	1	5	4
M-IBS 7	Research Methodology	1	5	2

INDIVIDUAL ENGLISH-TAUGHT COURSES FROM VARIOUS STUDY PROGRAMS (Master's level)

Berlin, Cologne, Düsseldorf, Hamburg, Munich

Code	Course	Semester	Credits	Teaching Units/Week	Campus
M-IW-5	<i>Internationale Immobilienwirtschaft</i> (International Real Estate Management)	2	5	2	Only Cologne
M-BW-8	International Economics	3	5	3	Cologne, Hamburg

For more information, please contact the International Office via email: international@hs-fresenius.de or visit www.hs-fresenius.com