

# COURSE CATALOGUE FOR INTERNATIONAL EXCHANGE STUDENTS

## FACULTY OF ECONOMICS & MEDIA – SUMMER SEMESTER 2022

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 170-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.

Throughout our different schools, you will find a broad range of exciting and future-oriented courses. **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](http://www.hs-fresenius.de) or contact the International Office ([international@hs-fresenius.de](mailto:international@hs-fresenius.de)).

## BACHELOR'S STUDY PROGRAMS TAUGHT IN ENGLISH

- INTERNATIONAL BUSINESS MANAGEMENT (B.A.) → Berlin, Cologne, Düsseldorf, Munich
- + Individual English-taught courses from various study programs → Berlin, Cologne, Düsseldorf, Hamburg, Munich

## MASTER'S STUDY PROGRAMS TAUGHT IN ENGLISH

- INTERNATIONAL BUSINESS MANAGEMENT (M.A.) → Berlin, Cologne, Munich
- DIGITAL MANAGEMENT (M.A.) → Berlin, Cologne
- INTERNATIONAL TOURISM AND EVENT MANAGEMENT (M.A.) → Cologne, Hamburg
- INDUSTRIAL ENGINEERING AND INTERNATIONAL MANAGEMENT (M.SC) → Berlin, Cologne

## INTERNATIONAL BUSINESS MANAGEMENT (B.A.)

Berlin, Cologne, Düsseldorf, Munich

Code	Course	Semester	Credits	Teaching Units/Week
<b>Business Administration</b>				
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 1.3	Financing and Investment Appraisal	2	5	4
B-IBM 1.4	Financial Accounting	3	5	4
<b>Economics and Quantitative Methods</b>				
B-IBM 2.1 <i>B-IBM 2.1.1</i> <i>B-IBM 2.1.2</i>	Mathematics and Statistics I <i>Calculus and Linear Algebra</i> <i>Descriptive Statistics</i>	1	5	4
B-IBM 2.2 <i>B-IBM 2.2.1</i> <i>B-IBM 2.2.2</i>	Mathematics and Statistics II <i>Financial Mathematics</i> <i>Inferential Statistics</i>	2	5	4
B-IBM 2.3	Microeconomics	2	5	4
B-IBM 2.4	Macroeconomics	3	5	4
<b>Managing International Business</b>				
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 6.5 (PO 2018)	International Business Ethics and Sustainability	6	5	3
B-IBM 6.6 (PO 2018)	Management Game/Entrepreneurial Knowledge and Business Plan	6	5	5
<b>Working Experience</b>				
B-IBM 5.1	Digital Project Management and Practical Project	2	5	3
B-IBM 5.2	Advanced Practical Project	3	5	1
<b>Professional and Intercultural Skills</b>				
B-IBM 6.1	Business English	1	5	4
B-IBM 6.2	Acad. Writing; Self+Time Management; Presentation Techniques	1	5	2
B-IBM 6.3	Chinese: Mandarin for Beginners OR	2	5	4
B-IBM 6.4	International Business and Management Consulting			3
B-IBM 11.4 (PO 2018)	Networking, Political Skills and Personal Branding	6	2	1

## INDIVIDUAL ENGLISH-TAUGHT COURSES FROM VARIOUS STUDY PROGRAMS (B.A.)

Berlin, Cologne, Düsseldorf, Hamburg, Munich

Code	Course	Semester	Credits	Teaching Units/Week
B-BW-SP-3.1	Strategic und Functional Management in International Companies	4/5	5	4
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
B-GV-11	International and Intercultural Management	4	5	4
B-BS-1	Business Communication (Business Language Issues & Conversation and Presentation)	1	5	4

## INTERNATIONAL BUSINESS MANAGEMENT (M.A.)

Berlin, Cologne, Munich

Code	Course	Semester	Credits	Teaching Units/Week
<b>Managing Global Issues</b>				
M-IBM-1.1	International Economics and International	1	5	4
M-IBM-1.2	International Marketing and Sales	2	5	4
M-IBM-1.3	Strategic Management	2	5	4
M-IBM-1.4	International Relations	2	5	4
M-IBM-1.5	Social Entrepreneurship	2	5	4
<b>Advanced International Business Management</b>				
M-IBM-2.1	Financial Management	1	5	4
M-IBM-2.2	Judgment and Decision Making	1	5	4
M-IBM-2.3	Sustainability Management & CSR in a Global Context	1	5	2
M-IBM-2.4	Data Science for Business	2	5	4
M-IBM-2.5	Advanced Corporate Finance	2	5	4
<b>Management Skills and Business Acumen</b>				
M-IBM-4.1	Leadership and Strategy	1	5	4
M-IBM-4.2	Cross-Cultural Communication and Management	1	5	2
<b>Major Global Management</b>				
M-IBM-3.4.1	Research Methods	3	5	2
M-IBM-3.4.2	Digital Innovations	3	5	4
M-IBM-3.4.3	Human Resource Management in Global Enterprises	3	5	5syCH
M-IBM-3.4.4	International Finance Financial Risk Management Advanced Strategic Financial Management	3	5	4

## DIGITAL MANAGEMENT (M.A.)

Berlin, Cologne

Code	Course	Semester	Credits	Teaching Units/Week
<b>Digital Management</b>				
D-ME-1.1	Digital Entrepreneurship	1	5	4
D-ME-1.2	Digital Economy	1	5	4
D-ME-1.3	Digital Innovation	2	5	4
D-ME-1.4	Digital Media	2	5	4
D-ME-1.5	Digital Transformation	3	5	4
<b>General Management</b>				
D-ME-2.1	International Management	1	5	4
D-ME-2.2	Leadership & Strategy	1	5	4
D-ME-2.3	Finance Management	2	5	4
D-ME-2.4	Entrepreneurial Finance	3	5	4
D-ME-2.5	Organization Management	3	5	4
<b>Advanced Management</b>				
D-ME-3.1	Behavioral Decision Making	1	5	4
D-ME-3.2	Business Ethics	1	5	4
D-ME-3.3	Case Study I Management	2	5	4
D-ME-3.4	Case Study II Entrepreneurship	3	5	4
<b>Specialized Management</b>				
D-ME-4.1	Sustainable Management	2	5	4
D-ME-4.2	International Digital Law	2	5	4
D-ME-4.3	Consulting & Marketing	2	5	4
D-ME-4.4	Social Media Management I	2	5	4
D-ME-4.5	Sociology & Communication	3	5	4
D-ME-4.6	Electronic Commerce	3	5	4
D-ME-4.7	Technical Applications & Data Mgt	3	5	4
D-ME-4.8	Social Media Management II	3	5	4

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

Cologne, Hamburg

Code	Course	Semester	Credits	Teaching Units/Week
<b>International Tourism and Event Management</b>				
M-ITEM-1.1	Tourism Trends & Issues	1	5	2
M-ITEM-1.2	International Tourism & Event Management	1	5	4
M-ITEM-1.3	Crisis, Safety & Security Management in Tourism & Events	2	5	4
M-ITEM-1.4	Big Data & Online Marketing in Tourism & Events	2	5	4
M-ITEM-1.5	Experience Marketing & Design	2	5	2
<b>International Business Management</b>				
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-2.4	Leadership & Strategy	2	5	4
M-ITEM-2.5	Finance Management	2	5	4
<b>Advanced Management</b>				
M-ITEM-3.1	Research Methods	1	5	2
M-ITEM-3.3	Digital Innovations	2	5	2
M-ITEM-3.4	Sustainability Management & CSR in a Global Context	4	5	2

## INDUSTRIAL ENGINEERING AND INTERNATIONAL MANAGEMENT (M.SC)

Berlin, Cologne

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

**For more information**, please contact the International Office via email: [international@hs-fresenius.de](mailto:international@hs-fresenius.de) or visit [www.hs-fresenius.com](http://www.hs-fresenius.com)