

COURSE CATALOGUE FOR INTERNATIONAL EXCHANGE STUDENTS

FACULTY OF ECONOMICS & MEDIA – SUMMER SEMESTER 2023

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 or contact the International Office (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

- **DIGITAL MANAGEMENT (M.A.)** → Berlin, Cologne
- **INDUSTRIAL ENGINEERING AND INTERNATIONAL MANAGEMENT (M.SC.)** → Berlin, Cologne
- **INTERNATIONAL BUSINESS MANAGEMENT (M.A.)** → Berlin, Cologne, Munich
- **INTERNATIONAL MANAGEMENT (M.A.)** → Berlin, Cologne
- **INTERNATIONAL TOURISM AND EVENT MANAGEMENT (M.A.)** → Cologne, Hamburg
- + **Individual English-taught courses from various study programs** → Berlin, Cologne, Düsseldorf, Hamburg, Munich

INTERNATIONAL BUSINESS MANAGEMENT (B.A.)

Berlin, Cologne, Düsseldorf, 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
B-IBM 2.1.1	<i>Calculus and Linear Algebra</i>			
B-IBM 2.1.2	<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;	1	5	2
2nd Semester				
B-IBM 2.2	Mathematics and Statistics II	2	5	4
B-IBM 2.2.1	<i>Financial Mathematics</i>			
B-IBM 2.2.2	<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				
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				
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-IBM 11.4	Networking, Political Skills and Personal Branding	6	2	1

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

Berlin, Cologne, Düsseldorf, Hamburg, Munich

Code	Course	Semester	Credits	Teaching Units/Week
B-BS-1	Business Communication (Business Language Issues & Conversation and Presentation)	1	5	4
B-GV-11	International and Intercultural Management	4	5	4
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

DIGITAL MANAGEMENT (M.A.)

Berlin, Cologne

Code	Course	Semester	Credits	Teaching Units/Week
1st Semester				
D-ME-1.1	Digital Entrepreneurship	1	5	4
D-ME-1.2	Digital Economy	1	5	4
D-ME-2.1	International Management	1	5	4
D-ME-2.2	Leadership & Strategy	1	5	4
D-ME-3.1	Behavioral Decision Making	1	5	4
D-ME-3.2	Business Ethics	1	5	4
2nd Semester				
D-ME-1.3	Digital Innovation	2	5	4
D-ME-1.4	Digital Media	2	5	4
D-ME-2.3	Finance Management	2	5	4
D-ME-3.3	Case Study I Management	2	5	4
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
3rd Semester				
D-ME-1.5	Digital Transformation	3	5	4
D-ME-2.4	Entrepreneurial Finance	3	5	4
D-ME-2.5	Organization Management	3	5	4
D-ME-3.4	Case Study II Entrepreneurship	3	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 Management	3	5	4
D-ME-4.8	Social Media Management II	3	5	4

INDUSTRIAL ENGINEERING AND INTERNATIONAL MANAGEMENT (M.SC.)

Berlin, Cologne

Code	Course	Semester	Credits	Teaching Units/Week
1st Semester				
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				
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				
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.A.)

Berlin, Cologne, Munich

Code	Course	Semester	Credits	Teaching Units/Week
1st Semester				
M-IBM-1.1	International Economics and International	1	5	4
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-4.1	Leadership and Strategy	1	5	4
M-IBM-4.2	Cross-Cultural Communication and Management	1	5	2
2nd Semester				
M-IBM-2.4	Data Science for Business	2	5	4
M-IBM-2.5	Advanced Corporate Finance	2	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
3rd Semester				
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	5
M-IBM-3.4.4	International Finance Financial Risk Management Advanced Strategic Financial Management	3	5	4

INTERNATIONAL MANAGEMENT (M.A.)

Berlin, Cologne

Code	Course	Semester	Credits	Teaching Units/Week
1st Semester				
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	
M-IM 4.1	<i>Project & Organizational Management in a Digital Context</i>			2
M-IM 4.2	<i>Applied Agile Coaching</i>			1
M-IBS 3	German I: Living in Germany	1	5	4
M-IBS 7	Research Methodology	1	5	2
2nd Semester				
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	
M-IBS 8.1	<i>Quantitative Methods</i>			2
M-IBS 8.2	<i>Qualitative Methods</i>			2
3rd Semester				
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 5	Intercultural Communication & Competence	3	5	4
M-IBS 6	Foreign Language Skills	3	5	4
M-IBS 9	Data Science for Business	3	5	4
M-IBS 10	Scientific Work in Practice	3	5	2
M-IBS-E 1	Corporate Finance	3	5	4
M-IBS-E 2	Sustainability Management & CSR in a Global Context	3	5	2
M-IBS-E 3	Entrepreneurship	3	5	3
M-IBS-E 4	Supply Chain Management in SME	3	5	2
M-IBS-E 5	Consumer Behavior & Psychology	3	5	4
M-IBS-E 6	Strategic Marketing & Brand Management	3	5	4
4th Semester				
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.)

Cologne, Hamburg

Code	Course	Semester	Credits	Teaching Units/Week
1st Semester				
M-ITEM-1.1	Tourism Trends & Issues	1	5	2
M-ITEM-1.2	International Tourism & Event 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
2nd Semester				
M-ITEM-1.3	Crisis, Safety & Security Management in Tourism &	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
M-ITEM-2.4	Leadership & Strategy	2	5	4
M-ITEM-2.5	Finance Management	2	5	4
M-ITEM-3.3	Digital Innovations	2	5	2
4th Semester				
M-ITEM-3.4	Sustainability Management & CSR in a Global Context	4	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
M-BW 3.1	Business Ethics and Corporate Governance	1	5	4
M-IW-5	<i>Internationale Immobilienwirtschaft</i> (International Real Estate Management)	2	5	2
M-BW-8	International Economics	3	5	3
M-P-8.1	Scientific English for Psychologists	2	5	4

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