

English Course Offer at Hochschule Fresenius, University of Applied Sciences

INTERNATIONAL BUSINESS MANAGEMENT (B.A.)

Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester
Business Administration	• Financing and Investment Appraisal	4	5
	• Financial Accounting	4	5
Economics	• Microeconomics	4	5
	• Macroeconomics	4	5
Quantitative Methods	• Mathematics and Statistics II	5	4
Law	• Contract Law and International Law	4	5
Managing International Business	• Modern Human Resource Management	4	5
	• International Strategic Management	4	5
	• Intercultural and Diversity Management	4	5
Marketing	• Marketing, Social Media Marketing and E-Commerce	4	5
	• Consumer Behavior, Market Research and Data Analysis	4	5
Foreign Languages	• Chinese: Mandarin for Beginners	4	5

INTERNATIONAL BUSINESS PSYCHOLOGY (B.A.)

Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester
Psychology	• General Psychology	4	5
	• Social Psychology	4	5
	• Personality Psychology	4	5
	• Psychological Testing and Psychometrics	4	5
	• Clinical Psychology in the Workplace	4	5
Economics	• Microeconomics	4	5
	• Macroeconomics	4	5
Quantitative Methods	• Mathematics and Statistics II	5	4
Law	• Contract Law and International Law	4	5
Research Methods	• Psychological Research Methods I	4	5
	• Psychological Research Methods II	4	5
Foreign Languages	• Chinese: Mandarin for Beginners	4	5

DIGITAL MANAGEMENT (M.A.)

Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester
Digital Management	• Digital Entrepreneurship	4	5
	• Digital Economy	4	5
	• Digital Innovation	4	5
	• Digital Media	4	5
	• Digital Transformation	4	5
General Management	• International Management	4	5
	• Leadership & Strategy	4	5

	<ul style="list-style-type: none"> • Finance Management • Entrepreneurial Finance • Organization Management 	4 4 4	5 5 5
Advanced Management	<ul style="list-style-type: none"> • Behavioral Decision Making • Business Ethics • Case Study I Management • Case Study II Entrepreneurship 	4 4 4 4	5 5 5 5
Specialized Management	<ul style="list-style-type: none"> • Sustainable Management • International Digital Law • Consulting & Marketing • Social Media Management I • Sociology & Communication • Electronic Commerce • Technical Applications & Data Management • Social Media Management II 	4 4 4 4 4 4 4 4	5 5 5 5 5 5 5 5