

## Business School (Course Language is German)

At our Business School you will find a broad range of possibilities to help you decide which study course you should take. If you are interested in business topics and correlations in business management, then the Business School is just the right place for you. During the individual study courses you will learn the key underlying concepts of business-related subject areas in keeping with the main emphasis of your chosen degree.

- BUSINESS ADMINISTRATION (B.A.)
- LOGISTICS AND RETAIL (B.A.)
- SPORTS MANAGEMENT (B.A.)
- CORPORATE FINANCE AND CONTROLLING (M. Sc.)
- SUSTAINABLE MARKETING AND LEADERSHIP (M.A.)

### BUSINESS ADMINISTRATION (B.A.)



Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester
Marketing Management	• Planning in Marketing Management	4	7
	• Transfer in Marketing Management	4	7
	• Analysis and Regulation in Marketing Management	4	6
Controlling	• Operative Controlling/Finance	6	10
	• Strategic and international Controlling	6	10
International Management	• International Management	4	7
	• Funktional Management in international Companies	4	7
	• International Economic Relations	4	6
Tax Advice and Enterprise Analyses	• Income Tax, Transfer Tax, Tax on non-income Values	6	10
	• Auditing, Group Accounting, Annual Account Analysis	6	10
Integral value creation systems	• International Management Systems and Rationalization Methods	6	10
	• Leadership Improvement Processes	6	10
Sales Management	• Strategic Sales Management	7	4
	• Strategic Sales Management	7	4
	• Sales Psychology	6	4
Professionalization	• Current Economics	2	5
English and Intercultural Skills	• Business Negotiation Competence	4	5
	• Intercultural Competence	4	5
Interdisciplinary Qualifications	• Competences in Conversation and Methods	4	5

### LOGISTICS AND RETAIL (B.A.)



Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester
International Logistic Management	• Logistic Strategy and Controlling	4	6
	• Sustainable Supply Chain Management	4	6
	• International Logistic and Location Management	4	8
International Retail Management	• Sustainable Retail Marketing	4	6
	• Location Management, In-Store-Management and Retail Controlling	4	6
	• International Retail- and Logistic Concepts	4	8
Professionalization	• Current Economics	2	5
English and Intercultural Skills	• Business Negotiation Competence	4	5
	• Intercultural Competence	4	5
Interdisciplinary Qualifications	• Competences in Conversation and Methods	4	5

**SPORTS MANAGEMENT (B.A.)**


Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester
Sports Marketing	• Sports Marketing Management	4	5
	• Applied Sports Marketing	2	5
	• Sports Sponsoring	2	5
	• Commercialization of Major Events and Leagues	4	5
Sport Media and Journalism	• Media Law and Copyright	2	5
	• Sports Media Management	4	5
	• Principles of Journalism	2	5
	• Sports Journalism	4	5
Professionalization	• Current Economics	2	5
English and Intercultural Skills	• Business Negotiation Competence	4	5
	• Intercultural Competence	4	5
Interdisciplinary Qualifications	• Competences in Conversation and Methods	4	5

**CORPORATE FINANCE AND CONTROLLING (M. Sc.)**


Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester
Controlling	• Process Controlling	4	5
	• International Controlling	2	5

	<ul style="list-style-type: none"> <li>• Investment &amp; Financial Controlling</li> <li>• Operative &amp; Strategic Controlling Instruments</li> </ul>	4 2	5 5
Corporate Finance	<ul style="list-style-type: none"> <li>• Derivative Instruments</li> <li>• Business Valuation</li> <li>• Mergers &amp; Acquisitions</li> <li>• Rhetoric, Presentations &amp; Negotiation Strategies</li> </ul>	2 4 2 2	5 5 5 5
Corporate Management	<ul style="list-style-type: none"> <li>• Organizational Management</li> <li>• Corporate Governance</li> <li>• External Accounting</li> </ul>	4 2 4	5 5 5
Research	<ul style="list-style-type: none"> <li>• Empirical Research Methods</li> </ul>	4	5

### SUSTAINABLE MARKETING AND LEADERSHIP (M.A.)



Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester
Sustainable Marketing	• Sustainable Communication Management	4	6
	• Relationship Marketing and Customer Management	4	6
	• Online Communication	4	6
	• Research on Consumers Behavior and Neuro-Marketing	4	6
Sustainable Leadership & Management	• External Business Relationship Management I	4	6
	• External Business Relationship Management II	4	6
	• Internal Business Relationship Management	4	6
	• Solution-oriented Leadership and Corporate Culture	4	6
	• Risk Communication and Corporate Management	4	6
	• Finance & Technology Valuation	4	6

### Media School (Course Language is German)

The media sector is one of the leading employment fields all over the world. The media industry offers numerous possibilities for beginning a successful career. At our Media School you will receive an education which reflects the constantly changing demands of this branch of industry.

- MEDIA- AND COMMUNICATION MANAGEMENT (B.A.)
- 3D-DESIGN AND MANAGEMENT (B.A.)
- CORPORATE COMMUNICATION (M.A.)
- DIGITAL MANAGEMENT (M.A.)

### MEDIA- AND COMMUNICATION MANAGEMENT (B.A.)



Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester

Online Management	<ul style="list-style-type: none"> <li>Bases of Online Management</li> <li>Marketing and E-Commerce</li> </ul>	6 6	10 10
Marketing Management	<ul style="list-style-type: none"> <li>Planning in Marketing Management</li> <li>Transfer in Marketing Management</li> <li>Analysis and Regulation in Marketing Management</li> </ul>	4 4 4	7 7 6
Professionalization	<ul style="list-style-type: none"> <li>Current Economics</li> </ul>	2	5
English and Intercultural Skills	<ul style="list-style-type: none"> <li>Business Negotiation Competence</li> <li>Intercultural Competence</li> </ul>	4 4	5 5
Interdisciplinary Qualifications	<ul style="list-style-type: none"> <li>Competences in Conversations and Methods</li> </ul>	4	5

### 3D-DESIGN AND MANAGEMENT (B.A.)



Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester
Research and Development	<ul style="list-style-type: none"> <li>Concept</li> <li>3D-Visualization</li> </ul>	8 8	15 15
Event-Interactive	<ul style="list-style-type: none"> <li>Concept</li> <li>3D-Visualization</li> </ul>	8 8	15 15
Design	<ul style="list-style-type: none"> <li>Digital Photography</li> <li>Corporate Design</li> <li>3D-Interior Design</li> <li>Design and Art in Society</li> </ul>	8 8 7 7	4 4 4 4
Leadership	<ul style="list-style-type: none"> <li>Entrepreneurship and Business Planning</li> <li>Solution-oriented Management and Corporate Culture</li> </ul>	2 2	5
Company Management	<ul style="list-style-type: none"> <li>Customer Relation Management</li> <li>Innovation Management</li> </ul>	2 2	5
Event-Interactive	<ul style="list-style-type: none"> <li>Event Communication</li> <li>Event Technic and Architecture</li> <li>3D-Interactive Script</li> </ul>	2 4 2	10

### CORPORATE COMMUNICATION (M.A.)



Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester
Corporate Communication	<ul style="list-style-type: none"> <li>Corporate Communication</li> <li>Effects of Communication</li> <li>Brand Communication</li> <li>Relationship Management</li> </ul>	4 4 4 4	5 5 5 5

	• Culture and Communication	4	5
Communication Management	• Finance Management	4	5
	• Digital Media	4	5
	• Organizational Management	4	5
		4	5
Majors in Communication	• Crises Communication	4	5
	• Journalism and Public Relations	4	5
	• Live Communication	4	5
	• Social Media Management I	4	5
	• Agency Management	4	5
	• Political Communication	4	5
	• Business Publishing	4	5
	• Social Media Management II	4	5



#### DIGITAL MANAGEMENT (M.A.)

Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester
Digital Management	• Digital Innovation	4	5
	• Digital Media	4	5
	• Digital Transformation	4	5
General Management	• Finance Management	4	5
	• Entrepreneurial Finance	4	5
	• Organizational Management	4	5
Advanced Management	• Case Study I Management	4	5
	• Case Study II Entrepreneurship	4	5
Majors in Management	• Sustainable Management	4	5
	• Digital Law	4	5
	• Consulting & Marketing	4	5
	• Social Media Management I	4	5
	• Sociology & Communication	4	5
	• Electronic Commerce	4	5
	• Technical Applications & Data Management	4	5
	• Social Media Management II	4	5

### Psychology School (Course Language is German)

Demographic change, changing requirements in working life and developments in the healthcare sector pose special challenges that demand an understanding of how people act, perceive and behave. The Fresenius University of Applied Sciences offers three courses for studying psychology.

- BUSINESS PSYCHOLOGY (B.Sc.)
- APPLIED PSYCHOLOGY (B.Sc.)
- BUSINESS PSYCHOLOGY (M.Sc.)
- PSYCHOLOGY (M.Sc.)



**BUSINESS PSYCHOLOGY (B.Sc.)**

Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester
HR Psychology	• HR Marketing and Recruiting	4	7
	• HR Diagnostic	4	7
	• HR Development	4	6
Market-, Advertising- and Media Psychology	• Market- and Advertising Psychology	4	7
	• Methods in psychological Market Research	4	7
	• Media Psychology	4	6
Organizational psychology and consultancy	• Organization Research /Organization Diagnostic	4	7
	• Methods and Concepts of Organization Consulting	4	7
	• Systemic Coaching	4	6
Clinical Psychology	• Basics in clinical Psychology	6	3
	• Etiology and Etiopathogenesis of Mental Disorders	4	2
	• Theories of Disorders and differential Diagnostic according to ICD and DSM	6	3
	• Basics in clinical psychological psychotherapeutic interventions	4	2
Health Psychology	• Basics Health Psychology	4	8
	• Fields of Application in Health Psychology	6	12
Professionalization	• Current Economics	2	5
English and Intercultural Skills	• Business Negotiation Competence	4	5
	• Intercultural Competence	4	5
Interdisciplinary Qualifications	• Competences in Conversation and Methods	4	5

**APPLIED PSYCHOLOGY (B.Sc.)**


Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester
Basics of Diagnostic	• Basics of Testing Theory and psychological Diagnostic	4	8
Qualitative and quantitative Processes of Data Acquisition and Data Analysis	• Diagnostic: Qualitative and quantitative Processes	3	6

Basics of intra- and interpersonal Processes	<ul style="list-style-type: none"> <li>• Developmental Psychology</li> <li>• Personality- and Differential Psychology</li> </ul>	4 4	8 8
Applied Majors	<ul style="list-style-type: none"> <li>• Clinical Psychology</li> <li>• Pedagogical Psychology</li> <li>• Health Psychology</li> <li>• Market- and Advertising Psychology</li> <li>• Organizational Psychology and Consulting</li> <li>• Personal Psychology</li> <li>• Management of ambulate and intersectoral care systems</li> <li>• Rehabilitations-, Sports and Prevention Management</li> </ul>	20 4 20 20 20 20 20 20	10 2 10 10 10 10 10 10

**BUSINESS PSYCHOLOGY (M.Sc.)**


Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester
Concepts of Business Psychology	• Management of Communication processes	4	6
	• Training and Consulting	4	6
	• Work and Health Psychology	4	6
Research Methods	• Quantitative Research Methods (Data Collection/Analyses)	6	8
Marketing and Customer Psychology	• Psychological Aspects of Advertising Design and Advertising Effects	4	6
	• Psychology of Brand Management	4	6
	• Marketing and Customer Psychology - Case Study	6	12
Personal and Organizational Psychology	• Personal diagnostic and Development	4	6
	• Organizational diagnostic and Consulting	4	6
	• Personal and Organizational Psychology - Case Study	6	12
Coaching and Consulting Psychology	• Theoretical Concepts of Coaching and Consulting	4	6
	• Psychological Settings and Tools of Coaching and Consulting	4	6
	• Coaching and Consulting Psychology - Case Study	6	12

**PSYCHOLOGY (M.Sc.)**


Main Subject Areas	Content	Weekly lecture hours	ECTS per Semester
Research Methods and Evaluation	• Empirical Research and Evaluation in Theory and Practice	6	8

Communication of economical results	<ul style="list-style-type: none"> <li>Psychological Reports in Practice</li> <li>Empirical Study</li> </ul>	2 4	5 6
Application fields of clinical Psychology	<ul style="list-style-type: none"> <li>Anamnesis, clinical Diagnostic and selected Application Fields of clinical Psychology</li> <li>Explanatory Models and Application Fields of clinical Child Psychology</li> </ul>	4 4	6 6
Coaching and Consulting Psychology	<ul style="list-style-type: none"> <li>Theoretical Concepts of Coaching and Consulting</li> <li>Psychological Settings and Tools of Coaching and Consulting</li> </ul>	4 4	6 6
Personal and Organizational Psychology	<ul style="list-style-type: none"> <li>Personal diagnostic and Development</li> <li>Organizational diagnostic and Consulting</li> </ul>	4 4	6 6
Work and Organizational Psychology I	<ul style="list-style-type: none"> <li>Work and Organizational Psychology</li> <li>Selected Fields of Work and Organizational Psychology</li> </ul>	6 2	7 5
Intervention and Rehabilitation in clinical Psychology	<ul style="list-style-type: none"> <li>Intervention and Rehabilitation I: Behavioral Therapy and Neuropsychology</li> <li>Intervention and Rehabilitation II: Psychoanalyses and systemic Psychotherapy</li> </ul>	4 4	6 6
Mediation and Conflict Moderation in Consulting Psychology	<ul style="list-style-type: none"> <li>Current Approaches of Conflict Work, Groups and intercultural Conflicts</li> <li>Methods of Conflict Work</li> </ul>	4 4	6 6
Work and Organizational Psychology II	<ul style="list-style-type: none"> <li>Tools of Work and Organizational Psychology: Labor Law, Personnel Law and Methods</li> <li>Topics, Trends and Affairs in Industrial and Organizational Psychology</li> </ul>	6 2	7 5

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