

SEMESTER PROGRAM FOR INTERNATIONAL STUDENTS

COURSE REGISTRATION FORM **SPRING TERM 2016 (FEBRUARY - JUNE)**

NAME _____

Amount of credits you have to take _____

The minimum workload is 18 ECTS. The maximum workload should not be higher than 30 ECTS credits

COURSES FOR INTERNATIONAL STUDENTS

Please select at least 1 module and 1 alternative.
(Each module contains 2 courses, which cannot be taken separately.)

		1 st choice	Alternative
COMPARATIVE INTERNATIONAL MANAGEMENT	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
ADVANCED STUDY SKILLS Presentation Skills Academic Writing	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
EUROPEAN POLITICS AND ECONOMY The European Business Environment International Politics and Institutions	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
INTRODUCTION TO EUROPEAN BUSINESS Economic Geography of Europe European Economic History	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
INTERCULTURAL MANAGEMENT AND INTERNATIONAL INSTITUTIONS Intercultural Management International Politics and Institutions	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>

YEAR 1 - SPECIALISATION MODULES

Please select at least 2-3 modules and 2 alternatives
(Each module contains 2 courses, which cannot be taken separately)

		1 st choice	Alternative
FOUNDATIONS OF FINANCIAL MANAGEMENT Financial Markets and Institutions Financial Instruments *Prerequisite: Basics of Finance	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
INTERNATIONAL TRADE BASICS Introduction to International Trade Economic Geography of Europe	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
CONSULTING BASICS Introduction to Consulting Consulting Methods	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
INTRODUCTION TO EAST ASIA Introduction to the East Asian Region History of East Asia	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
INTRODUCTION TO EMERGING MARKETS Introduction to Emerging Markets Introduction to International Cooperation	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
TOURIST BEHAVIOR AND TOURISM MARKETING Tourism Marketing Tourist Behaviour	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
MEDIA PRODUCTION AND MEDIA LAW Media Law Media Production	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>

1st choice Alternative

BUSINESS MODELS OF MEDIA COMPANIES AND SOCIAL MEDIA MARKETING

Introduction to Social Media Marketing
Media Companies: Business Models

6 ECTS

BA IB MM 11 SOCIAL MEDIA AND APPLIED SOCIAL MEDIA

Introduction to Social Media Marketing
Customer Relationship Management

6 ECTS

INTRODUCTION TO BUSINESS PSYCHOLOGY

Introduction to Business Psychology
General Psychology and Research methods

6 ECTS

YEAR 2 - BUSINESS AND SPECIALISATION MODULES

Please select at least 2-3 modules and 2 alternatives
(Each module contains 2 courses, which cannot be taken separately)

1st choice Alternative

ADVANCED ACCOUNTING AND MIS

International Accounting
Management Information Systems
*Prerequisite: Introductory Accounting course

6 ECTS

BUSINESS PROCESS PLANNING AND CONSULTING ISSUES

Business Process Management
International Consulting Issues

6 ECTS

TRANSNATIONAL MANAGEMENT AND INTERNATIONAL TRADE AND FINANCE

Transnational Management
International Trade and Finance
*Knowledge of Macroeconomics and Strategic Management recommended

6 ECTS

THEORY AND PRACTICE OF CAPITAL MARKETS

Introduction to Capital Markets
Applied Financial Management
* Knowledge of the modules "Foundations of Financial Management" and "Principles of Corporate Finance" recommended

6 ECTS

OPTIMIZING VALUE CHAIN MARKETING

Creative Marketing
Cost management along the Value Chain

6 ECTS

MEDIA AND CONSUMER PSYCHOLOGY

Consumer Behavior
Media Psychology

6 ECTS

MANAGEMENT AND POLITICS IN LATIN AMERICA

Latin American Business and Management
Politics in Latin America

6 ECTS

MANAGEMENT AND POLITICS IN EAST ASIA

East Asian Business and Management
Politics in East Asia

6 ECTS

PUBLIC RELATIONS & MEDIA PRODUCTION

Public Relations
Media Production

6 ECTS

NEW TECHNOLOGIES IN TOURISM MANAGEMENT

New Technologies in Tourism
Tourism Project

6 ECTS

CROSS-MEDIA PRODUCTION AND MANAGEMENT

Cross-media Production
Cross-media Management

6 ECTS

INTERNATIONAL MARKETING AND HRM

International Marketing
International Human Resource Management

6 ECTS

YEAR 3 - BUSINESS AND SPECIALISATION MODULES

Please note that Year 3 courses will only be taught during the first half of the semester and will have a double amount of class hours during this time. All courses will have a final exam during the exam weeks from 18th-30th May 2016! (Each module contains 2 courses, which cannot be taken separately)

1st choice Alternative

ENTREPRENEURSHIP AND OPERATIONS MANAGEMENT Entrepreneurship Operations Management * Prerequisite: Statistics	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
SUSTAINABLE FINANCIAL MANAGEMENT Ethical Aspects of Financial Management Strategic Management in Finance and Banking * Prerequisite: advanced Finance courses	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
INNOVATIVE INTERNATIONAL TRADE E-Commerce New Trends in International Trade	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
ACHIEVING COMPETITIVE ADVANTAGES IN MARKETING Service Marketing Optimizing the Sales Process * Prerequisite: advanced Marketing course	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
ADVANCED ASIAN MANAGEMENT New Trends in East Asia Management Indian and Southeast Asian Management	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
ADVANCED BUSINESS PSYCHOLOGY New Trends in Business Psychology Applied Business Psychology * Prerequisite: Intro to Business Psychology	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
ADVANCED ARTS AND CULTURE MANAGEMENT Political Aspects of Arts and Cultural Management New Trends in Arts and Cultural Management	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
ADVANCED LATIN AMERICAN MANAGEMENT International Actors in Latin American Markets New Trends in Latin American Management	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
ADVANCED TOURISM ISSUES Tour Operations Destination Management & Marketing	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>
MEDIA TRENDS AND EVENT MANAGEMENT Media Trends Event Management	6 ECTS	<input type="checkbox"/>	<input type="checkbox"/>

GERMAN LANGUAGE COURSES FOR INTERNATIONAL STUDENTS

GERMAN LANGUAGE COURSE	6 ECTS	<input type="checkbox"/>
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PLEASE INDICATE YOUR LEVEL OF KNOWLEDGE

Beginner Intermediate Advanced

I HAVE STUDIED GERMAN

never before for about 1 year
 for less than one year for more than 2 years

STUDENT

I confirm that I have read the course selection form carefully.

Student's signature

Date

SENDING INSTITUTION

We confirm that the proposed course registration is approved.

Departmental coordinators signature

Date

Stamp

- Due to organizational reasons, we are not able to guarantee your placement into all of the chosen courses.
- 1 ECTS credit equals a workload of approx. 25-30 contact + self-study hours.
- Each semester at CBS has 14 weeks of lectures + 2 weeks of exams.

Please return via email k.genz@cbs.de