

Bachelor of Science in Management

Profile of the Study Programs

The GIU **Faculty of Management and Economic Sciences** offers a vivid environment for research and teaching. An excellent national and international faculty is committed to a curriculum with a broad spectrum of courses in Management and Economics. Aligning with its German and international partners, it aims at establishing a center of excellence supporting the scientific, technical and economic cooperation between Germany and the international industry and business community.

The study program **Bachelor of Science in Management** contributes to the university's mission of providing an anchor for cooperation with German partners and partner universities abroad through research-oriented professorships and contemporary study programs, thus opening new possibilities for knowledge transfer, student exchange, making significant contributions to international cooperation between science and industry. The overall study program objectives are:

- Provide students with solid education in the various fields of management and economics that will qualify them for a wide range of successful careers in the dynamic business environment,
- Enhance students' general capabilities for analysis, problem solving, decision-making and critical thinking as well as specifically for the purpose of understanding and solving business problems,
- Develop students' skills, both technical and personal, that will allow them to communicate successfully in the multicultural, and rapidly changing environment,
- Provide students with an understanding of research methodology and the skills for research designs in order to investigate and conduct research in various fields of management,
- Enable graduates to have excellent opportunities to pursue their postgraduate studies and research at GUC or other top international universities.

The **qualification goals** of the undergraduate study program in Management are:

- Identify, evaluate and synthesize the substantive management and economics theories, frameworks and models
- Recognize the broad-based range of business disciplines and concepts needed to effectively manage the various functional areas of a company
- Demonstrate awareness of contemporary issues in the professional issues and latest development in the various fields of management, both in theory and practice
- Engage critically and reflectively in ethical and social responsibility business practices,
- Demonstrate practical and professional skills in specialized business functions
- Use appropriate management theories and scientific methods to identify, formulate, analyze and solve business and management problems within national and international contexts
- Use knowledge, competencies and skills so as to be able to occupy administrative and managerial positions in public or private sector organizations, nationally and internationally
- Recognize the advancement of information and communication technology relevant to business operations and management
- Practice working effectively as an individual and in teams in multi-disciplinary and multi-cultural settings
- Show ability to work under pressure and meet deadlines in a dynamic business environment
- Practice the pursuit of knowledge in greater depth and over time in support of life-long learning, as either a practitioner or an academic with ability to conduct research nationally and internationally

The **teaching method** emphasizes learning, interaction, teamwork and personal guidance in small groups (max. 25 participants). Therefore, all modules with lectures include also tutorials and/or practical applications, assignments and projects. The teaching language is English throughout the entire curriculum.

Graduates of the Management study program obtain solid education in the field of management that qualifies them for a wide range of successful careers in the dynamic business environment in many fields such as economics, marketing & sales, accounting & finance, operations & production, and human resources management. Graduates are expected to be innovative entrepreneurs and can reach leading positions, especially in multi-national companies because they develop the skills, both technical and personal, that allow them to communicate successfully in the multicultural, rapidly changing global environment. Program graduates have excellent opportunities to pursue their postgraduate studies and research at the GIU or other top universities.

Curriculum

L = Lecture, E = Exercise/Tutorials (all in contact hours)

1st Semester					
Code	No.	Course	L	E	ECTS
MGMT	B101	Introduction to Management	2	2	5
ECON	B101	Introduction to Economics	2	2	5
CTRL	B112	Financial Accounting	4	4	10
MATH	B101	Mathematics & Statistics	3	3	5
LAWS	B101	Principles of Law	2	2	5
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2nd Semester					
MRKT	B201	Marketing I	2	2	5
CTRL	B201	Management Accounting I	2	2	5
INSY	B201	Information Systems I	2	2	5
ECON	B202	Microeconomics	2	2	5
LAWS	B202	Business Law	2	2	5
HUMA	B102	Critical Thinking and Scientific Methods	0	2	2
HUMA	B302	Research Paper Writing	0	2	3
					30
3rd Semester					
MRKT	B302	Marketing II	2	2	5
CTRL	B302	Management Accounting II	2	2	5
INSY	B302	Information Systems II	2	2	5
ECON	B303	Macroeconomics	2	2	5
FINC	B303	Managerial Finance	2	2	5
HROB	B301	Human Resource Management	2	2	5
					30
4th Semester					
Code	Nr.	Course	L	E	ECTS
OPER	B401	Operations I	2	2	5
HROB	B402	Organizational Behavior	2	2	5
FINC	B404	Corporate Finance	2	2	5
CTRL	B405	Auditing	2	2	5
MGMT	B402	Research Methodology	2	2	5
MGMT	B401	Business Ethics	2	0	5
					30

5th Semester					
OPER	B502	Operations II	2	2	5
MRKT	B502	Consumer Behavior	2	2	5
ECON	B505	Money & Banking	2	2	5
CTRL	B506	Taxation	2	2	5
MGMT	B504	Quantitative Analysis	2	2	5
MGMT	B501	Internship / Training	6 weeks		5
					30

6th Semester					
Code	Nr.	Course	L	E	ECTS
	M011-14	Major courses (of one selected field)	2	2	5
			2	2	5
			2	2	5
			2	2	5
	M020	Seminar	0	2	2
MGMT	B600	Bachelor Thesis	12 weeks		8
					30

Major Courses

Accounting & Management Control Major

Code	Nr.	Course	L	E	ECTS
CTRL	M011	Financial & Management Control Systems	2	2	5
CTRL	M012	Financial Reporting & Analysis	2	2	5
CTRL	M013	Intermediate Accounting I	2	2	5
CTRL	M014	Intermediate Accounting II	2	2	5
CTRL	M020	Seminar in Accounting	0	2	2

Economics Major

Code	Nr.	Course	L	E	ECTS
ECON	M011	Microtheory	2	2	5
ECON	M012	Macrotheory	2	2	5
ECON	M013	International Trade	2	2	5
ECON	M014	Introduction to Econometrics	2	2	5
ECON	M020	Seminar in Economics	0	2	2

Finance Major

Code	Nr.	Course	L	E	ECTS
FINC	M011	Advanced Corporate Finance	2	2	5
FINC	M012	Portfolio Management & Investment Analysis	2	2	5
FINC	M013	Banking Management & Credit Analysis	2	2	5
FINC	M014	Derivatives	2	2	5
FINC	M020	Seminar in Finance	0	2	2

Marketing Major

Code	Nr.	Course	L	E	ECTS
MRKT	M011	Marketing Research	2	2	5
MRKT	M012	Integrated Marketing Communication	2	2	5
MRKT	M013	International Marketing	2	2	5
MRKT	M014	Marketing Channels & Distribution	2	2	5
MRKT	M020	Seminar in Marketing	0	2	2

Strategic Management Major

Code	Nr.	Course	L	E	ECTS
STRA	M011	Business Strategy	2	2	5
STRA	M012	Change Management	2	2	5
STRA	M013	Strategic Analysis	2	2	5
STRA	M014	Strategic Decision Making	2	2	5
STRA	M020	Seminar in Strategic Management	0	2	2