

# Content Courses English

Winter Semester 2017/18

Winter Semester
<p><b>Level: 1st semester of studies (Year 1)</b> Introduction to Tourism Studies (3 ECTS)</p>
<p><b>Level: 3rd semester of studies (Year 2)</b> Cross Cultural Communication (3 ECTS) Macroeconomics and Economic Policy (6 ECTS) European Management (3 ECTS) Macro-/Microeconomics (6 ECTS) Controlling (3 ECTS) Marketing and International Marketing (6 ECTS) Business Ethics and Diversity Management (6 ECTS) Sustainable Development, Ethics &amp; CSR (6 ECTS) European Law (6 ECTS) Project Management (6 ECTS) Marketing (6 ECTS)</p>
<p><b>Level: 5th semester of studies (Year 3)</b> International Marketing (6 ECTS)</p>
<p><b>Level: 7th semester of studies (Year 4)</b> Macroeconomic Analysis and Economic Policy (6 ECTS) Case Studies Strategic Management (3 ECTS) Project Management (6 ECTS) International Management I (6 ECTS) Entrepreneurship (3 ECTS) Advanced International and Intercultural Management in Tourism (6 ECTS) Hotel Management and Resort Planning (6 ECTS) Public Relations and Journalism (6 ECTS) Economic and Tourism Geography (6 ECTS) Innovation Policy in Intercultural Comparison (ECTS 3) Global Logistics (6 ECTS) Industrial Economics (6 ECTS) International Industrial Marketing/ Innovation Management (6 ECTS) Functional &amp; Industrial Controlling/Planning &amp; Reporting (6 ECTS) International Organisations (3 ECTS) Logistics/Operations Management (6 ECTS)</p>
<p><b>Additional Subjects for Exchange Students</b> Elements of Corporate Finance and Fundamentals of Investment Appraisal (6 ECTS) Supply Chain Management and Quality Management (6 ECTS) International Business Law (3 ECTS) Management and HRM/Organisation (6 ECTS) Cross Cultural Communication (6 ECTS) Project Management (6 ECTS) International Marketing (6 ECTS) Strategic Management (3 ECTS) International Management (6 ECTS) How well do markets work? (6 ECTS)</p>

### **General Studies for Exchange Students**

Gender and Multiculturalism (only in summer semester) (3 ECTS)  
General Management Studies (for non-business students) (6 ECTS)  
Germany & the European Union - History, Politics and Culture(3 ECTS)  
Intercultural Competence and Communication (3 ECTS)  
Job Applications in Germany - Procedures and Opportunities(3 ECTS)  
Openness, Creativity + Perception & Presentation Skills (3 ECTS)  
Introduction to Positive Psychology (only in winter semester) (3 ECTS)  
Organizational Behaviour (3 ECTS)  
Research Methods and Academic Writing (6 ECTS)

Language courses in German, English, Spanish, French, Japan, Chinese and others (**Depending on the language and teaching units costs for a language course are 80€ or 160€**).

All courses will be worth 3 to 6 credits according to European Credit Transfer System (ECTS). 3 credits are equivalent to a student workload of 2-3 teaching units á 45 minutes plus proportionate additional self-learning per week. 6 credits are equivalent to a student workload of 4-6 teaching units á 45 minutes plus proportionate additional self-learning per week.

The courses will not change much the following semesters but minor changes are still possible. In order to get the latest course list please contact us directly.

In addition exchange students are able to take content courses held in German. Students should have a minimum level of B2 European Reference Framework to participate. For the current course list of content courses in German please contact us.

For further questions and information please contact:

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Course descriptions: [www.zibp-sib.hs-bremen.de/courses](http://www.zibp-sib.hs-bremen.de/courses)