

Content Courses English

Winter Semester 2017/18

Winter Semester
Level: 1st semester of studies (Year 1) Introduction to Tourism Studies (3 ECTS)
Level: 3rd semester of studies (Year 2) Cross Cultural Communication (3 ECTS) Introduction to Economics (6 ECTS) Macroeconomics and Economic Policy (6 ECTS) European Management (3 ECTS) Macro-/Microeconomics (6 ECTS) Controlling (3 ECTS) Marketing and International Marketing (6 ECTS) Diversity Management (3 ECTS) Sustainable Development, Ethics & CSR (6 ECTS) European Law (6 ECTS) Project Management (6 ECTS) Marketing (6 ECTS)
Level: 5th semester of studies (Year 3) International Marketing (6 ECTS)
Level: 7th semester of studies (Year 4) 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) Global Logistics (6 ECTS) Industrial Economics (6 ECTS) International Industrial Marketing / Innovation Management (6 ECTS) Functional & Industrial Controlling/Planning & Reporting (6 ECTS) Logistics/Operations Management (6 ECTS)
Additional Courses for Exchange Students Elements of Corporate Finance (3 ECTS) Fundamentals of Investment Appraisal (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) Diskussionen über aktuelle Themen (nur für japanische Incomings auf Deutsch) International Business Law (3 ECTS) How well do markets work? (6 ECTS)

General Studies for Exchange Students

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)
Research Methods and Academic Writing (3 ECTS)
Organizational Behaviour (6 ECTS)
Introduction to Politics and Political Economy (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