

CBS MODULE OFFER FOR EXCHANGE STUDENTS **AT CAMPUS COLOGNE**

STEP BY STEP

1. Students have to take at least 3 modules (18 ECTS) per semester, the maximum load is 5 modules (30 ECTS).
2. As some classes may overlap or conflict, they **always** have to choose an alternative module (2nd choice) for each of your first choices in each section.
3. Students can select and combine modules from **ALL** sections.
4. Some modules require previous knowledge. Before selecting one of these modules, please make sure that the students meet the pre-requisites (see courses marked by *).
5. We recommend every international student to take a German language course, regardless of the credit recognition at the home institution.
6. Any change must be approved by the academic advisor at the home institution.
7. Students who stay for more than one semester need to submit a new module selection for each semester by the deadlines given below.

APPLICATION DEADLINES

Spring Term (January - June)	15 th November
Fall Term (August - December)	15 th May

PLEASE NOTE

- Due to organizational reasons, we are not able to guarantee your placement into all of the chosen courses
- Modules contain 2 courses, which cannot be taken separately
- Each semester at CBS has 14 weeks of lectures + 2 weeks of exams

CBS MODULE OFFER

SPRING TERM 2022 (JANUARY-JUNE)

BACHELOR OF ARTS PROGRAMS

SPECIAL MODULES FOR INTERNATIONAL STUDENTS

21ST CENTURY MANAGEMENT & LEADERSHIP ESSENTIALS

- Organizational Development
- Next Generation Leaders

6 ECTS

ADVANCED STUDY SKILLS

- Presentation Skills
- Academic Writing

6 ECTS

EUROPEAN POLITICS AND ECONOMY

- The European Business Environment
- International Politics and Institutions

6 ECTS

THE EUROPEAN POLITICAL FRAMEWORK

- EU Law and Institutions
- EU Policies

6 ECTS

MANAGEMENT BETWEEN DIGITALIZATION AND GLOBALIZATION

- Digital Management
- International Management

6 ECTS

TOURISM, MEDIA AND CULTURE

- Tourism, Media and Culture
- Tourism, Media and Culture

6 ECTS

COST MANAGEMENT ALONG THE VALUE CHAIN

- Supplier Relationship Management
- Cost Management Along the Value Chain

6 ECTS

GERMAN LANGUAGE COURSE

- Different Levels (A1-C1) according to previous knowledge
 - never before – no placement test necessary
 - for less than one semester - placement test during introduction week necessary
 - for more than one semester - placement test during introduction week necessary

6 ECTS

YEAR 1 - BUSINESS MODULES

MICRO ECONOMICS

- Micro Economics
- Applied Micro Economics

6 ECTS

SUPPLY AND STRATEGY MANAGEMENT <ul style="list-style-type: none"> • Supply Management • Strategic Management 	6 ECTS
INTRODUCTION TO FINANCE <ul style="list-style-type: none"> • Finance • Applied Finance 	6 ECTS
MARKET RESEARCH AND COST ACCOUNTING <ul style="list-style-type: none"> • Market Research • Cost Accounting 	6 ECTS
MARKETING AND HUMAN RESOURCE MANAGEMENT <ul style="list-style-type: none"> • Marketing • Human Resource Management 	6 ECTS
TOURISM LAW AND TOUR OPERATIONS <ul style="list-style-type: none"> • Tourism Law • Tour Operations 	6 ECTS
PERSONALITY PSYCHOLOGY AND MANAGEMENT <ul style="list-style-type: none"> • Personality Psychology • Neuropsychology and Biological Psychology 	6 ECTS
INTERNATIONAL FINANCIAL REPORTING STANDARDS <ul style="list-style-type: none"> • IFRS 1 • IFRS 2 	6 ECTS

YEAR 2 - BUSINESS MODULES

CORPORATE TAX AND MANAGEMENT INFORMATION <ul style="list-style-type: none"> • Corporate Tax • Management Information Systems 	6 ECTS
FINANCIAL MANAGEMENT <ul style="list-style-type: none"> • Concepts of Value and Risk • Applied Financial Management 	6 ECTS
DIGITAL DATA ANALYSIS AND COMMUNICATION <ul style="list-style-type: none"> • Data Science • Coding and Design 	6 ECTS
DIGITAL MARKETING <ul style="list-style-type: none"> • Online and Social Media Marketing • Search Engine Marketing 	6 ECTS

CONSULTING FOR PROFITABILITY AND EFFICIENCY <ul style="list-style-type: none"> • Business and Financial Analysis • Operations Management in the Digital Era 	6 ECTS
eTOURISM <ul style="list-style-type: none"> • Social Media Marketing • Digitalization and Tourism 	6 ECTS
CAPITAL BUDGETING AND ECONOMETRICS <ul style="list-style-type: none"> • Capital Budgeting • Econometrics 	6 ECTS
EXPERIMENTAL PSYCHOLOGY AND TESTING <ul style="list-style-type: none"> • Experimental Psychology • Psychological Testing and Assessment 	6 ECTS
MEDIA AND CONSUMER PSYCHOLOGY <ul style="list-style-type: none"> • Media Psychology • Consumer Psychology 	6 ECTS
TOURISM MARKETING AND EVENT MANAGEMENT <ul style="list-style-type: none"> • Tourism Marketing • Event Management 	6 ECTS
ORGANIZATIONAL AND INSTITUTIONAL ENVIRONMENT <ul style="list-style-type: none"> • Management and Organization • Labor Law and Industrial Relations 	6 ECTS

YEAR 3 - BUSINESS MODULES

SUSTAINABLE AND STRATEGIC FINANCE <ul style="list-style-type: none"> • Ethical Aspects of Finance • Strategic Management in Banking and Finance Prerequisite: At least two courses of Financial Management	6 ECTS
TECHNOLOGY AND FINANCE IN INTERNATIONAL TRADE <ul style="list-style-type: none"> • Omni-Channel Commerce • International Trade and Finance Prerequisite: Introductory International Trade and Supply Chain Management	6 ECTS
ORGANIZATIONAL AND ENTREPRENEURIAL CONSULTING <ul style="list-style-type: none"> • Organizational Behavior • Entrepreneurship Prerequisite: Business Strategy and Supply Management, basic knowledge of Consulting methods	6 ECTS

<p>PROMOTING AND SELLING IN MODERN MARKETING</p> <ul style="list-style-type: none"> • Product and Price Strategies • Sales Excellence <p>Prerequisite: Supplier Relationship Mgmt and Cost Mgmt.</p>	<p>6 ECTS</p>
<p>HRM AND LEADERSHIP IN MODERN ORGANIZATIONS</p> <ul style="list-style-type: none"> • eHRM and Digital Leadership • Sustainable HRM and Ethical Leadership <p>Prerequisite: HRM and Leadership Basics</p>	<p>6 ECTS</p>
<p>DESTINATION SERVICES</p> <ul style="list-style-type: none"> • Destination Management • Tourism Mobilities <p>Prerequisite: Tourism Management and Geography, Tourism Service Providers</p>	<p>6 ECTS</p>
<p>ENTERPRISE MANAGEMENT</p> <ul style="list-style-type: none"> • Digital Supply Chain and Smart Factory • Digital Start-Up Management <p>Prerequisite: Study background in Digital/ Media Management</p>	<p>6 ECTS</p>
<p>ADVANCED BUSINESS PSYCHOLOGY</p> <ul style="list-style-type: none"> • Psychology in Digital Business • Applied Business Psychology <p>Prerequisite: Introductory Psychology course, Psychology and the Workplace recommended</p>	<p>6 ECTS</p>