

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

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 modules from one study program and from the section *modules for all study programs*.
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

INTERNATIONAL BUSINESS – ONLY ONE SPECIALIZATION MODULE CAN BE SELECTED

SPECIALIZATION MARKETING MANAGEMENT

DIGITAL MARKETING

- Online and Social Media Marketing
- Search Engine Marketing

6 ECTS

SPECIALIZATION FINANCIAL MANAGEMENT

FINANCIAL MANAGEMENT

- Concepts of Value and Risk
- Applied Financial Management

6 ECTS

SPECIALIZATION HUMAN RESOURCE MANAGEMENT AND LEADERSHIP

ORGANISATIONAL AND INSTITUTIONAL ENVIRONMENT OF HRM

- Management and Organization
- Labour Law and Industrial Relations

6 ECTS

SPECIALIZATION DIGITAL MANAGEMENT

DIGITAL DATA ANALYSIS AND COMMUNICATION

- Data Science
- Coding and Design

6 ECTS

CORPORATE TAX AND MANAGEMENT INFORMATION

- Corporate Tax
- Management Information Systems

6 ECTS

INTERNATIONAL TOURISM MANAGEMENT

TOURISM MARKETING AND EVENT MANAGEMENT

- Tourism Marketing
- Event Management

6 ECTS

eTOURISM

- Social Media Marketing
- Digitalization and Tourism

6 ECTS

BUSINESS PSYCHOLOGY

EXPERIMENTAL PSYCHOLOGY AND TESTING

- Experimental Psychology
- Psychological Testing and Assessment

6 ECTS

MEDIA AND CONSUMER PSYCHOLOGY

- Media Psychology
- Consumer Psychology

6 ECTS

MODULES FOR ALL STUDY PROGRAMS

BUSINESS PROJECT

- Business Project

6 ECTS

BUSINESS ELECTIVES

- Business Elective 1
- Business Elective 2

6 ECTS

PERSONAL SKILLS (BUSINESS AND SOCIETY)

- Personal Skills

2 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

4 ECTS