

# Module Overview BSc International Business Management (trilingual)

Curriculum 2025

In-company	7 <sup>th</sup> Semester	Internship			Integration Lab			Bachelor Thesis		
	6 <sup>th</sup> Semester	Strategic Management	Sustainable Management	Sustainable Marketing	Conflict Management and Resolution	English VI	French / German VI	Alternative Economic Models	Emergent Trends & Technologies in Business	Electives
	5 <sup>th</sup> Semester	Leadership	Services Management	Strategic Marketing	Intercultural Leadership	English V	French / German V	International Economics	Business & AI	Electives
Colmar in French	4 <sup>th</sup> Semester	Supply Chain Management	Corporate Finance II	Consumer Behaviour	Intercultural Negotiation	English IV	French / German IV	Macroeconomics II	Business Analytics II	Electives
	3 <sup>rd</sup> Semester	People & Organisations	Corporate Finance I	Digital Marketing	Negotiation Psychology	English III	French / German III	Macroeconomics I	Business Analytics I	• Electives • Academic Writing and Critical Thinking
	2 <sup>nd</sup> Semester	Fundamentals of International Management	Management Accounting	Marketing Mix	Leadership Communication	English II	French / German II	Microeconomics II	Quantitative Reasoning II	Project Management
Lörrach in German	1 <sup>st</sup> Semester	Fundamentals of Management	Financial Accounting	Fundamentals of Marketing	Fundamentals of Intercultural Communication	English I	French / German I	Microeconomics I	Quantitative Reasoning I	Introduction to Business Law
										Electives
<div>General Management 36 ECTS</div> <div>Marketing 18 ECTS</div> <div>Intercultural Management 18 ECTS</div> <div>English 18 ECTS</div> <div>French / German 18 ECTS</div> <div>Data, Technology &amp; Environment 42 ECTS</div> <div>Widening Perspectives 60 ECTS</div>										