

Qualification goals for the Bachelor's degree programme in International Management

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Gender neutrality

The use of double forms or other designations of female and male genders has been largely avoided in order to maintain legibility and clarity. All designations given to the various groups of university staff apply equally to all genders of the relevant groups.

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1 Objectives of the degree programme

The "International Management" degree programme is an innovative concept aimed at highly motivated German and international students who want to gain a foothold in the international job market after completing a compact seven-semester course of study. It combines a broad base of application-oriented theoretical knowledge and intercultural training with practical experience in international companies. The result is a challenging programme that prepares students for a career in internationally active companies. In addition, the degree programme qualifies graduates for master's degree programmes at the national and international level.

The aim of the degree programme is to train internationally oriented business economists who can address business-relevant issues on the basis of scientific findings. In the course of their studies, students develop

- **comprehensive specialised competencies** which will enable them to take on management tasks in internationally oriented companies,
- personal and social **skills** that will allow them to act competently in an intercultural environment and
- **methodological skills** that will enable them to navigate confidently the complex and dynamic environment of a global economy.

An interdisciplinary approach based on solid language skills ensures that the outlined qualification goals are achieved. The interactive teaching of internationally-oriented specialist knowledge and expertise centres on a "general management" perspective. The training in cross-cultural skills is based on findings drawn from various social science disciplines. Methodological competences include, among other things, empirical social research tools, knowledge of business informatics and international project management methodology.

2 Learning outcomes of the programme

The generalist orientation enables graduates to take on qualified tasks in various operational functional areas, regardless of the industry. In the 6th and 7th semesters, the generalist perspective is deepened through optional "career tracks." These are specialisation programmes that takes into account the needs of individual students.

Interested students are given the opportunity to develop a specific profile (in areas such as finance, accounting, logistics, marketing, project management or human resource development) through individual counselling on the selection of electives, courses at partner universities, internships and the bachelor's thesis.

Individual qualification profiles are developed in module types that build on each other over the course of the course of the studies (see Figure 1): The "Business Foundation Modules" (1st-2nd semester) impart fundamental economic **knowledge** and **enable** its systematic application. "International Preparation Modules" (3rd semester) deepen and expand these **skills** by transferring their application to international contexts. At the same time, students are supported in the development of **competencies** from the very beginning. These are understood as fundamental skills that enable them to act actively and independently in new and complex situations.

The "International Application & Specialisation Modules" of the year abroad (4th and 5th semesters) and the "Synthesis & Specialization Modules" (6th and 7th semesters) offer the opportunity to integrate different areas of **professional competence**.

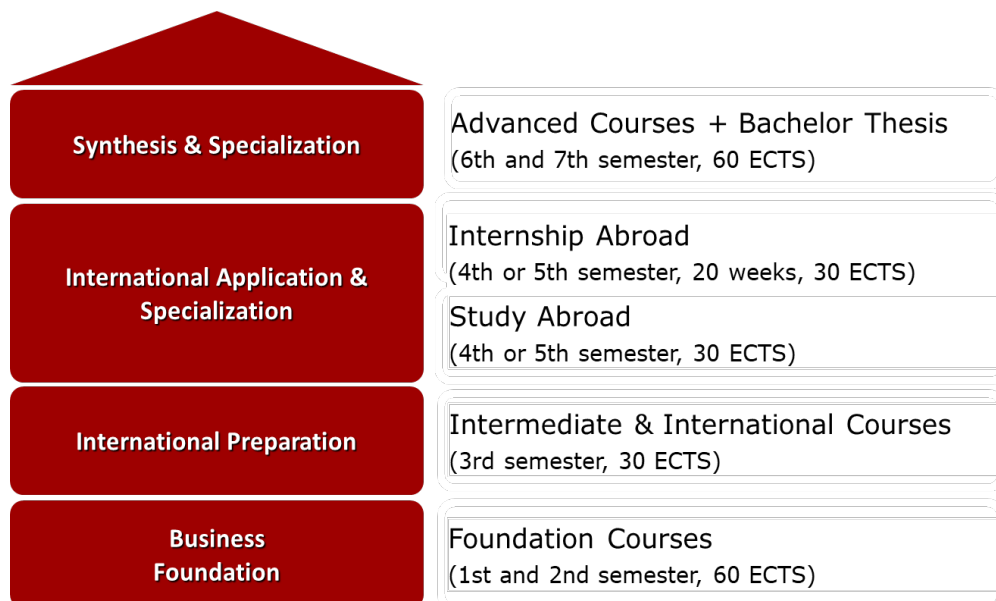


Fig. 1: Module types in the degree programme International Management

3 Study objectives and qualification goals

The qualification approach is based on solid **language skills**. English is used as the primary language of instruction and work throughout the entire course of study. English vocabulary is gradually expanded to include terms from relevant academic disciplines. At the same time, the integration of foreign students is supported through accompanying German language courses. In addition, learning another foreign language is mandatory for every student. Languages offered include, among others, Spanish, Italian, French, Portuguese, Russian, Czech, and Chinese.

1st - 3rd semester

After completing the first three semesters, students have acquired fundamental business management **knowledge** and **skills**. "The Business Foundation Modules" (Management, Human Resources, Finance, Accounting, Economics, Logistics, Business Law, and Marketing) enable them to understand the specifics of business management functional areas and how they relate to each other. They are able to comprehend the performance process, entrepreneurial decisions, and corporate management tools and evaluate them at higher levels of abstraction.

From the first three semesters onwards, the programme integrates content from related disciplines into its business administration framework. In addition to law and economics, examples include the fundamentals of organisational psychology in human resource management and the cultural and social psychological determinants of consumer behaviour in Principles of Marketing. The same applies to the fundamentals of **methodological skills**: the Information Technology and Quantitative Methods modules enable students to apply appropriate procedures for solving subject-specific and interdisciplinary problems.

In addition, students learn in the first semester that comprehensive decision-making and leadership skills in the field of international management are not merely a matter of cognitive abilities: the International Teambuilding course is based on a learning setting in which students develop **social and intercultural** as well as strong personal skills. It also promotes the socialisation of first-year students and the integration of foreign students. In the module

"Communication and Presentation Techniques", students acquire conversation and presentation skills that enable them to formulate and argue subject-specific positions. In addition, there are three sequential language courses.

In their third semester, students learn to deepen their specialist knowledge and skills in the areas of accounting, economics, law, and marketing and how to apply them in international contexts.

In the so-called "International Preparation Modules," they develop **internationally oriented** skills that they will need during their year abroad.

Various forms of **self-organized study** are already used in the first three semesters (e.g. in the preparation and presentation of assessments in the subjects of Human Resource Management and Principles of Management, and in the completion of projects in International Marketing, International Economics, and Financial Management).

4th and 5th semester

The "International Application & Specialisation Modules" consist of a semester abroad at a partner university and an internship. Accompanying courses are held to prepare for and follow up on the internship, supporting the application process, career planning, and reflection on the student's own skills. By choosing internships and courses abroad, students have the opportunity to apply their knowledge and expand their skill set. In addition, the year abroad supports them in developing social, intercultural, and personal skills.

6th and 7th semester

After returning from their year abroad, students complete their studies through the so-called "Synthesis & Specialization Modules." These modules enable them to synthesise theoretical and practical skills and to **integrate various components of job-specific competencies**. In project and case study work, business management expertise is linked with economic perspectives. In a business simulation game, operational functions are combined in an action-oriented manner. Applying what has been learned in an international context promotes holistic, problem-solving thinking. Elective courses once again provide an opportunity to enhance your qualification profile.

The final year of study focuses on self-directed and communicative learning. Students are given the opportunity to integrate their knowledge of management and research methods, their social and intercultural competences, and the experience gained during the year abroad within a comprehensive conceptual framework. The assignment of the individual modules to the knowledge, skills, and competencies can be found in the matrix in section 4.

4 Learning outcomes of modules / module objectives / objectives matrix

Individual modules, their detailed objectives and skills to be acquired by graduates are described in the module handbooks for the bachelor's degree programme.

The following table shows the relationship between the modules and the objectives of the bachelor's degree programme described in the previous section. **Knowledge** refers to a basic understanding of economic and methodological phenomena, mechanisms, and approaches. **Skills** refer to the systematic and regular application of acquired knowledge. **Competencies** go beyond the formulated knowledge and skills and enable self-organized action in novel situations.

Goals matrix of the modules in the bachelor's programme "International Management"												
Module	Objectives											
	Expertise				Skills				Competencies			
	International Management (IM)	Methodological Knowledge and IT	Related Disciplines (e.g. Law, Economics)	Languages	Application of International Management	Application of Methodological	Application of Related Disciplines	Application of Languages	Social skills	Intercultural Competence	Personal skills	Self-Directed Learning Competences
Semester 1												
IM-01 Operations and Logistics Management (Produktions- und Logistikmanagement)	xx	x			x	x						
IM-02 Business Mathematics and Data Analytics (Wirtschaftsinformatik und Datenanalyse)		xx				x						
IM-03 Statistics (Statistik)		xx				x						
IM-04 International Team Building (Internationale Teamentwicklung)					x				xx	xx	xx	
IM-05 Principles of Accounting (Grundlagen des Rechnungswesens)	xx	x			x	x						
IM-06 Human Resource Management and Organizational Behaviour (Human Resource Management und Organisationspsychologie)	xx				x				x	x	x	x
IM-07 Foreign Language I (Fremdsprache I)				xx				x		x		
Semester 2												
IM-08 Information Technology I (Wirtschaftsinformatik I)		xx				x						
IM-09 Business Law (Wirtschaftsrecht)			xx				x					
IM-10 Micro and Macro Economics (Mikro- und Makroökonomik)		x	xx			x	x					
IM-11 Principles of Marketing (Grundlagen des Marketings)	xx	x			x							
IM-12 Cost Accounting (Kosten- und Leistungsrechnung)	xx	xx			x	x						

IM-13 Communication and Presentation Techniques and Scientific Writing (Kommunikations- und Präsentationstechniken und wissenschaftliches Arbeiten)					x					xx	x	xx	
IM-14 Foreign Language II (Fremdsprache II)				x				xx			x		
Semester 3													
IM-15 International Accounting and CSR (Internationales Rechnungswesen und CSR)	xx	xx			xx	xx						x	x
IM-16 International Economics (Internationale Volkswirtschaftslehre)		xx	xx			x	xx						
IM-17 International Business Law (Internationales Wirtschaftsrecht)		xx	xx			x	xx						
IM-18 International Marketing (Internationales Marketing)	x	xx			xx	xx			xx	xx	x	xx	
IM-19 Information Technology II (Wirtschaftsinformatik II)		xx				xx							
IM-20 Financial Management (Grundlagen der Finanzierung)	xx	xx			xx	x							
IM-21 Foreign Language III (Fremdsprache III)							xx				x		
Semester 4 and 5													
IM-22 Study Period Abroad (Auslandssemester)					xx	x	xx	xx	xx	xx	xx	xx	xx
IM-23 Internship (Praktikum)					xx				xx	x	xx	xx	
Semester 6													
IM-24 International Project Management (Internationales Projektmanagement)	x	xx			xx	xx			x	x	x	xx	
IM-25 Cross Cultural Management (Interkulturelles Management)		x	xx		xx	xx	xx		xx	xx	xx	xx	
IM-26 Tax (Steuern)	xx	xx			xx	xx							
IM-27 Strategy and Consulting (Strategie- und Unternehmensberatung)	x	x			xx	xx			x	x			x
IM-28 International Supply Chain Management (Internationales Supply Chain Management)	x	x			xx	xx							
IM-29 Business Electives I (Betriebswirtschaftliches Wahlpflichtfach I)	Depending on the chosen elective												
Semester 7													
IM-30 Seminar in International Management (Seminar im Internationalen Management)					xx	xx			xx	xx	x	xx	
IM-31 International Finance (Internationales Finanzwesen)						xx	xx		x	x			x
IM-33 Business Elective II (Betriebswirtschaftliches Wahlpflichtfach II)	Depending on the chosen elective												
IM-33 Business Elective III (Betriebswirtschaftliches Wahlpflichtfach III)	Depending on the chosen elective												
IM-34 Bachelor's Thesis (Bachelorarbeit)					xx	xx	xx						xx

Legend: xx strong relation; x medium relation