

### Courses in English - Summer semester 2026 - Business and Economics

Please note: This table lists all courses available in English. A degree program consists in different modules which are needed for a successful graduation. Within a module different courses about several topics are offered. In some cases courses do not have the same title as the module. We recommend you to inform you beforehand which modules and courses belong together. You earn your ECTS-credits by finishing the module – not the course. You can get more information (also regarding ECTS) by clicking on the module number.

Module number	Module title	Course Number	Course title	Course type	Study level	ECTS per module
82-021-BE03-H-0318	Corporate Governance	82-021-BE03-S-VL-0318.20261.001	Corporate Governance	lecture/practice (on-campus)	Bachelor	5
88-021-BR02-H-0812	Theory and Strategy in Destination Management and Marketing	88-021-BR02-S-SE-0812.20261.001	Theory and Strategy in Destination management and -marketing	seminar (on-campus)	Master	5
		88-021-BR02-S-VL-0812.20261.001	Theory and Strategy in Destination management and -marketing	lecture (on-campus)	Master	
82-021-BU01-H-0123	Innovating for Sustainability: Frameworks and Practices from Global and Local Organizations	82-021-BU01-S-VL-0123.20261.001	Innovating for Sustainability: Frameworks and Practices from Global and Local Organizations	lecture (on-campus)	Bachelor	5
82-021-BWL10-H-0507	Principles of Marketingmanagement	82-021-BWL10-S-VL1-0507.20261.001	Principles of Marketingmanagement I	lecture/practice (on-campus)	Bachelor	5
82-021-BWL15-H-0925	Digital Systems	82-021-BWL15-S-UE-0925.20261.001	Digital Systems	practice (on-campus)	Bachelor	5
		82-021-BWL15-S-VL-0925.20261.001	Digital Systems	lecture (on-campus)	Bachelor	
82-021-D3B03-H-0721	Digital Project	82-021-D3B03-S-SE-0721.20261.002	Digital Project on Business Analytics and Data Science	seminar (on-campus)	Bachelor	10
82-021-D3B06-H-0122	Algorithms and Data Structures	82-021-D3B06-S-UE-0122.20261.001	Algorithms and Data Structures (Bachelor)	practice (on-campus)	Bachelor	5
		82-021-D3B06-S-VL-0122.20261.001	Algorithms and Data Structures (Bachelor)	lecture (on-campus)	Bachelor	
82-021-KUG01-H-0507	Business Fiction	82-021-KUG01-S-UE-0507.20261.001	Business Fiction	practice (on-campus)	Bachelor	5
82-021-KUG03-H-0507	Current Business Topics	82-021-KUG03-S-UE-0507.20261.001	Current Business Topics	practice (on-campus)	Bachelor	5
82-021-KUG12-H-0507	Intercultural Communication	82-021-KUG12-S-UE-0507.20261.001	Intercultural Communication	practice (on-campus)	Bachelor	5
82-021-MD06-H-0914	Global Marketing Management	82-021-MD06-S-UE-0914.20261.001	Global Marketing Management	practice (on-campus)	Bachelor	5
		82-021-MD06-S-VL-0914.20261.001	Global Marketing Management	lecture (on-campus)	Bachelor	
82-021-MD24-H-0221	Service and Technology Marketing	82-021-MD24-S-VLUE-0221.20261.001	Service and Technology Marketing	lecture/practice (on-campus)	Bachelor	5
82-021-SBE02-H-0823	Sustainable Development	82-021-SBE02-S-UE-0823.20261.001	Sustainable Development	practice (on-campus)	Bachelor	5
		82-021-SBE02-S-VL-0823.20261.001	Sustainable Development	lecture (on-campus)	Bachelor	
82-021-SBE04-H-0725	The Economics of Climate Change and Sustainability: Insights for Policy and Business	82-021-SBE04-S-UE-0725.20261.001	The Economics of Climate Change and Sustainability: Insights for Policy and Business	practice (on-campus)	Bachelor	5
		82-021-SBE04-S-VL-0725.20261.001	The Economics of Climate Change and Sustainability: Insights for Policy and Business	lecture (on-campus)	Bachelor	
82-021-VWLECO17-H-0916	Behavioral Finance	82-021-VWLECO17-S-UE-0916.20261.001	Behavioral Finance	practice (on-campus)	Bachelor	5
		82-021-VWLECO17-S-VL-0916.20261.001	Behavioral Finance	lecture (on-campus)	Bachelor	

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88-021-BAP03-H-0520	Empirical Research in Business and Psychology	88-021-BAP03-S-SE-0520.20261.001	Empirical Research in Business and Psychology or	seminar (online)	Master	10
		88-021-BAP03-S-SE-0520.20261.003	Empirical Research in Business and Psychology	seminar (online & on-campus)	Master	
88-021-BAP07-H-0322	Human- Technology Interaction: Potential and Application	88-021-BAP07-S-SE-0322.20261.001	Human-Technology Interaction: Potential and Application	seminar (on-campus)	Master	5
88-021-BAP08-H-0325	Food Technology Acceptance: A Psychological Perspective	88-021-BAP08-S-SE-0325.20261.001	Food Technology Acceptance: A Psychological Perspective	seminar (on-campus)	Master	5
88-021-BAP09-H-0325	Psychological Approaches to Behavior Change for Social Good	88-021-BAP09-S-SE-0325.20261.001	Psychological Approaches to Behavior Change for Social Good	seminar (on-campus)	Master	5
88-021-BAP10-H-0325	The Psychology of Sustainable Luxury Consumption	88-021-BAP10-S-SE-0325.20261.001	The Psychology of Sustainable Luxury Consumption	seminar (on-campus)	Master	5
88-021-BAP14-H-0126	Business & Psychology: From Theory to Practice	88-021-BAP14-S-SE-0126.20261.001	Business & Psychology: From Theory to Practice	seminar (on-campus)	Master	5
88-021-BAP15-H-0126	Psychological Perspectives on AI use: Individual, Organizational, and Societal Implications	88-021-BAP15-S-SE-0126.20261.001	Psychological Perspectives on AI use: Individual, Organizational, and Societal Implications	seminar (on-campus)	Master	5
88-021-ETH27-H-0408	Advanced Economic Ethics	88-021-ETH27-S-UE-0408.20261.001	Advanced Business Ethics	seminar (on-campus)	Master	5
		88-021-ETH27-S-VL-0408.20261.001	Advanced Business Ethics	lecture (on-campus)	Master	
88-021-HP02-H-0620	Leadership and Motivational Psychology	88-021-HP02-S-SE-0620.20261.001	Leadership and Motivational Psychology (Regular attendance on site is necessary.)	seminar (on-campus)	Master	5
88-021-IFM02-H-0317	Digital Business Models and Technologies	88-021-IFM02-S-VL-0317.20261.001	Digital Business Models and Technologies	lecture/practice (on-campus)	Master	5
88-021-IFM03-H-0317	Service Analytics	88-021-IFM03-S-VL-0317.20261.001	Service Analytics	lecture (on-campus)	Master	5
88-021-IM05-H-0408	Advanced Seminar International Management	88-021-IM05-S-SE-0408.20261.001	Advanced Seminar International Management	seminar (online & on-campus)	Master	5
88-021-IM02-H-0408	Cross-cultural Management	88-021-IM02-S-UE-0408.20261.001	Cross-cultural Management - Group 1	practice (on-campus)	Master	5
		88-021-IM02-S-VL-0408.20261.001	Cross-cultural Management - incl. E-Group 2 and 3	lecture (on-campus)	Master	
88-021-IFM06-H-1225	Database Management	88-021-IFM06-S-UE-1225.20261.001	Database Management - Group 1 or	practice (on-campus)	Master	5
		88-021-IFM06-S-UE-1225.20261.002	Database Management - Group 2	practice (on-campus)	Master	
		88-021-IFM06-S-VL-1225.20261.001	Database Management	lecture (on-campus)	Master	
88-021-IM09-H-1216	Case Studies in International Management	88-021-IM09-S-SE-1216.20261.001	Case Studies in International Management - Group 1 (Monday) or	project work / workshop (online & on-campus)	Master	5
		88-021-IM09-S-SE-1216.20261.002	Case Studies in International Management - Group 2 (Tuesday)	project work / workshop (online & on-campus)	Master	
88-021-MC01-H-0620	Innovation and Creativity in Individuals, Teams, and Organizations	88-021-MC01-S-VL-0620.20261.001	Innovation and Creativity in Individuals, Teams, and Organizations	lecture (on-campus)	Master	5
88-021-MC03-H-0620	Psychology of Responsibility, Justice, and Values	88-021-MC03-S-SE-0620.20261.001	Psychology of Responsibility, Justice, and Values	lecture (on-campus)	Master	5
88-021-MS20-H-0221	Return on Service Design & Customer Experience	88-021-MS20-S-VLUE-0221.20261.001	Return on Service Design & Customer Experience	lecture/practice (on-campus)	Master	5

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88-021-MS22-H-0408	Applied Service Research Seminar	88-021-MS22-S-SE-0408.20261.001	Applied Service Research Seminar	seminar (on-campus)	Master	5
88-021-MS23-H-0408	Project in Marketing	88-021-MS23-S-SE-0408.20261.001	Project in Marketing	seminar (on-campus)	Master	5
88-021-SCM01-H-0623	Production and Operations Analytics (P&OA)	88-021-SCM01-S-VL-0623.20261.001	Production and Operations Analytics (P&OA)	lecture (on-campus)	Master	5
88-021-SCM02-H-0408	Modelling and Optimization with OPL	88-021-SCM02-S-VL-0408.20261.001	Modelling and Optimization with OPL	lecture (on-campus)	Master	5
88-021-SCM13-H-0408	Service Operations	88-021-SCM13-S-VL-0408	Service Operations	lecture (on-campus)	Master	5
88-021-SCM20-H-0419	Transportation Logistics	88-021-SCM20-S-UE-0419.20261.001	Transportation Logistics	practice (on-campus)	Master	5
		88-021-SCM20-S-VL-0419.20261.001	Transportation Logistics	lecture (on-campus)	Master	
88-021-SCM21-H-0126	Retail Management	88-021-SCM21-S-UE-0126.20261.001	Retail Management	practice (on-campus)	Master	5
		88-021-SCM21-S-VL-0126.20261.001	Retail Management	lecture (on-campus)	Master	
82-021-SCM21-H-0621	Operations Analytics	82-021-SCM21-S-UE-0621.20261.001	Operations Analytics	practice (on-campus)	Bachelor	5
		82-021-SCM21-S-VL-0621.20261.001	Operations Analytics	lecture (on-campus)	Bachelor	
82-021-SCM26-H-0126	Retail Management Fundamentals	82-021-SCM26-S-UE-0126.20261.001	Retail Management Fundamentals	practice (on-campus)	Bachelor	5
		82-021-SCM26-S-VL-0126.20261.001	Retail Management Fundamentals	lecture (on-campus)	Bachelor	
88-021-SRI03-H-0818	Social Innovation I: Basics and Concept Development	88-021-SRI03-S-SE-0818.20261.001	Social Innovation I: Basics and Concept Development	seminar (on-campus)	Master	5
88-021-TA10-H-0316	Tax Policy	88-021-TA10-S-UE-0316.20261.001	Tax Policy	practice (on-campus)	Master	5
		88-021-TA10-S-VL-0316.20261.001	Tax Policy	lecture (on-campus)	Master	
88-021-UF03-H-0408	Advanced Consulting Case	88-021-UF03-S-VL-0408.20261.001	Advanced Consulting Case	lecture (on-campus)	Master	5
88-021-UF04-H-0408	Change Management	88-021-UF04-S-VL-0408.20261.001	Change Management	lecture (on-campus)	Master	5
88-021-WLM18-H-0408	Effective English for Leadership	88-021-WLM18-S-UE-0408.20261.001	Effective English for Leadership	practice (on-campus)	Master	5
88-021-WM03-H-0120	Behavioral Finance	88-021-WM03-S-UE-0120.20261.001	Behavioral Finance	practice (on-campus)	Master	5
		88-021-WM03-S-VL-0120.20261.001	Behavioral Finance	lecture (on-campus)	Master	
88-021-WM05-H-0121	The Science of Happiness: A Multi-Disciplinary and Multi-Cultural Approach to Happiness and Well-being (Master)	88-021-WM05-S-VL-0121.20261.001	The Science of Happiness: A Multi-Disciplinary and Multi-Cultural Approach to Happiness and Well-being (Master)	lecture (online)	Master	5
82-021-WM07-H-0121	The Science of Happiness: A Multi-Disciplinary and Multi-Cultural Approach to Happiness and Well-being (Bachelor)	82-021-WM07-S-VL-0121.20261.001	The Science of Happiness: A Multi-Disciplinary and Multi-Cultural Approach to Happiness and Well-being (Bachelor)	lecture (online)	Bachelor	5
88-021-WM10-H-0126	Economic Growth and the Environment	88-021-WM10-S-UE-0126.20261.001	Economic Growth and the Environment	practice (on-campus)	Master	5
		88-021-WM10-S-VL-0126.20261.001	Economic Growth and the Environment	lecture (on-campus)	Master	
88-021-FI24-H-0126	Sustainable Corporate Finance	88-021-FI24-S-VL-0126.20261.001	Sustainable Corporate Finance	lecture/practice (on-campus)	Master	5

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88-021-BR02-H-0812	Theory and Strategy in Destination management and -marketing	88-021-BR02-S-SE-0812.20261.001	Theory and Strategy in Destination management and -marketing	seminar (on-campus)	Master	5
		88-021-BR02-S-VL-0812.20261.001	Theory and Strategy in Destination management and -marketing	lecture (on-campus)	Master	
□ 88-021-EPS02-H-0408	Entrepreneurial Networks and Start up Management	□ 88-021-EPS02-S-SE-0408.20261.001	Entrepreneurial Networks and Start up Management	seminar (on-campus)	Master	5
88-021-BR05-H-0318	Innovation and Product Development in Tourism: Current Theory and Practice at the Example of Sharing Economy, China Outbound Tourism, Boutique Hotels and Experience Design	88-021-BR05-S-SE-0318.20261.001	Innovation and Product Development in Tourism: Current Theory and Practice at the Example of Sharing Economy, China Outbound Tourism, Boutique Hotels and Experience Design	seminar (on-campus)	Master	5
88-021-QM08-H-0126	Advanced Neural Networks	88-021-QM08-S-VLUE-0126.20261.001	Advanced Neural Networks	lecture/practice (on-campus)	Master	5