

INTERNATIONAL BUSINESS ACADEMY

Professional Bachelor Degree in International Sales & Marketing Management

Sem 1-4: AP Degree in Marketing Management

Sem 5-7: Top-up Bachelor in International Sales and Marketing Management

Exchange semesters:

Semester 1, 2, 3, 5 and 6 will be relevant semesters to attend for exchange students.

In order to attend the 5th and 6th semesters, students must have at least 120 ECTS.

Semester 1 (Semester start: August)

Subjects	ECTS points
<ul style="list-style-type: none">International Marketing & Sales	10 ECTS
<ul style="list-style-type: none">Economics	5 ECTS
<ul style="list-style-type: none">Communication, Organisation and Management	10 ECTS
<ul style="list-style-type: none">Business Law	5 ECTS
Total ECTS points	30 ECTS

Semester 2 (Semester start: February)

Subjects	ECTS points
<ul style="list-style-type: none">International Marketing & Sales	10 ECTS
<ul style="list-style-type: none">Economics	5 ECTS
<ul style="list-style-type: none">Communication, Organisation and Leadership	5 ECTS
<ul style="list-style-type: none">Business Law	5 ECTS
<ul style="list-style-type: none">Electives	5 ECTS
Total ECTS points	30 ECTS

Semester 3 (Semester start: August)

Subjects	ECTS points
<ul style="list-style-type: none">International Marketing & Sales	10 ECTS
<ul style="list-style-type: none">Economics	10 ECTS
<ul style="list-style-type: none">Communication, Organisation and Leadership	5 ECTS
<ul style="list-style-type: none">Electives	5 ECTS
Total ECTS points	30 ECTS

Semester 4 (It is not possible to apply for this semester)

Subjects	ECTS points
<ul style="list-style-type: none">• Specialisation/Internship project• Main thesis	15 ECTS 15 ECTS
Total ECTS points	30 ECTS

Semester 5 (Semester start: August)

Subjects	ECTS points
<ul style="list-style-type: none">• The customer as starting point• Industry and competitors• Innovation• Theory and Methods	15 ECTS 5 ECTS 5 ECTS 5 ECTS
Total ECTS points	30 ECTS

Semester 6 (Semester start: February)

Subjects	ECTS points
<ul style="list-style-type: none">• Developing the Sales Base• The Sales Performance• Follow-up and Retention• Elective course element	10 ECTS 5 ECTS 5 ECTS 10 ECTS
Total ECTS points	30 ECTS

Semester 7 (It is not possible to apply for this semester)

Subjects	ECTS points
<ul style="list-style-type: none">• Internship• Bachelor Thesis	15 ECTS 15 ECTS
Total ECTS points	30 ECTS