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## **Subject-Specific Study and Examination Regulations for the Bachelor’s degree programme International Business**

of: 05.02.2019

In accordance with §§ 32 (3)(1) in connection with § 19 (1)(2)(9) of the law governing institutions of higher education in Baden-Württemberg (Landeshochschulgesetz - LHG) of 01.04.2014 (GBl. p. 99), most recently amended by article 1 of the law dated 13.03.2018 (GBl. p. 85) and § 1 (2) of the General Study and Exam Regulations for the Bachelors’ and Masters’ Degree Programmes (StuPrO) of Reutlingen University dated 29.07.2015, the Reutlingen University Senate passed the articles below on 18.01.2019. The President of Reutlingen University approved them in accordance with § 32 (3)(1) LHG on 05.02.2019.

### **§ 1 Objective**

- (1) The programme teaches professional competencies for business management and specialist functional areas in national and international companies and organisations. In particular, this includes both the basic principles of and discipline-specific specialisations in business, methodological and interpersonal skills as well as the ability to act in a responsible manner. The programme focuses on practical applications, training in intercultural communication and cooperation, and includes the teaching of languages other than German.
- (2) The programme teaches the ability to carry out academic work and lays the foundations for subsequent Master’s degrees in the same discipline.

### **§ 2 Degree/ Regular Study Duration**

The Bachelor's degree programme in International Business culminating in a Bachelor of Science degree has a regular duration of study of 7 semesters.

### **§ 3 Programme Structure**

- (1) The full workload of classes required to successfully complete the programme comes to a total of 111 semester credit hours and 210 ECTS credit points.
- (2) The programme includes a supervised internship in semester 4.
- (3) The Bachelor’s thesis is usually written in semester 7.

- (4) In semesters 6 and 7 the degree programme offers the opportunity to attend classes (elective modules) in a number of elective profiles. The elective profiles and elective modules are set out in attachment A.
- (5) Various languages are offered as a second business language. A binding choice of second business language is made at the start of the programme. Students are not allowed to choose a business language that they already speak at level C1 or higher. For international students whose German level is not C1 or higher, German is usually required as the second business language. In all other matters, the Implementation Provisions of the Business Languages apply.
- (6) The degree programme includes a mandatory study period abroad. Details are set out in §6 and §7 and in the Implementation Provisions of the Study Abroad Semester.
- (7) The curriculum (list of modules and classes) is set out in table 1.

#### **§ 4 Requirements**

- (1) The Bachelor's thesis may only be started if all 90 ECTS credits for semesters 1 to 3 have been passed in full and a total of 140 credits have been obtained.
- (2) In the M3 Business Mathematics module an attestation is required for participation in the module examination.

#### **§ 5 Internship Semester**

The programme includes a supervised internship in semester 4. This may be conducted in Germany or abroad. The internship must be of at least 20 weeks. In all other matters, the Implementation Provisions of the Internship apply.

#### **§ 6 Study Semester Abroad**

- (1) The programme includes a supervised study semester abroad, which is usually carried out at a partner institution; the study semester abroad is usually in semester 5.
- (2) For recognition of educational achievement students must prove that they have obtained 30 ECTS credits or the equivalent at the respective partner institution. Students must complete coursework and assessments in programme-related modules which have not already been completed at Reutlingen University. Details are set out in the Implementation Provisions of the Study Abroad Semester.
- (3) The modules to be completed abroad are set out in the Learning Agreement, which also covers the credits recognised. If students do not obtain the required 30 ECTS credits, the remaining ECTS credits may be obtained at Reutlingen University, in agreement with the Head of the Examination Board. Details are set out in the Implementation Provisions of the Study Abroad Semester.
- (4) After completing the study semester abroad, students receive an overall grade in the International Studies module (M20) corresponding to their performance. This takes place within the framework of the credit recognition procedure.

## **§ 7 Transition to Further Degrees at a Partner University**

Students who complete their studies with an additional degree in a Bachelor's or Master's programme at a partner university may, contrary to §6, first complete their coursework at Reutlingen University before moving to a partner university to complete their studies. §6(2)-(4) apply accordingly.

## **§ 8 Elective Profiles and Elective Modules**

- (1) An elective profile is noted in the degree certificate if four or more elective modules (from M24-M30) are selected from one elective profile.
- (2) The programme reserves the right not to offer all the elective modules listed in table A.2 every semester. The decision as to which modules are offered rests with the Programme Director and is communicated to students prior to the start of the lecture period.
- (3) The elective modules and profiles in attachment A may be augmented by a majority vote of the programme's Examination Board.
- (4) The elective modules Internship 2-1 to Internship 2-3 may only be selected by students if a written application has been submitted to the Examination Board prior to the start of the fifth semester and this has been approved.
- (5) The Implementation Provisions of Electives and Profiles regulate the allocation procedure if too many or too few students select an elective module.

## **§ 9 Language of Instruction**

Studies in this degree programme are conducted in English. Exceptions to this are classes in the second business language as well as a number of elective modules.

## **§ 10 Thesis**

The time period for writing the Bachelor's thesis is 3 months (12 ECTS credits). Details are set out in the Implementation Provisions of the Bachelor Thesis Semester.

## **§ 11 Calculation of Overall Grade**

- (1) The final overall grade is calculated from the weighted average of the module assessments, in accordance with table 1.
- (2) All modules listed in table 1 must be taken and the module assessments must be passed in order to complete the programme. A detailed overview of all modules and the corresponding assessments is set out in the module handbook.

## **§ 12 Honours Programme**

The International Business programme encourages its students to acquire additional ungraded ECTS credits in accordance with §5(6) of the General Study and Examination Regulations for Bachelor's and Master's Degree Programmes at Reutlingen University. To this end, Honours modules are offered; they are listed in attachment C. The Implementation Provisions of the Honours Programme apply.

### **§ 13 Special Provisions**

- (1) In all matters not covered explicitly or implicitly in the Study and Examination Regulations, the Curriculum and Syllabi Handbook, or the Implementation Provisions, the provisions of the Reutlingen University General Study and Exam Regulations apply.
- (2) The Examinations Board for the BSc International Business programme is composed of three members who are professors of the afore-mentioned programme.
- (3) The Examination Board decides on changes to the Implementation Provisions and to the Curriculum and Syllabi Handbook. They are announced within the programme and documented.

### **§ 14 Effective Date / Transitional Arrangements**

These Study and Examination Regulations come into effect on 01.09.2019. They apply to all students of the programme BSc International Business who begin their studies in winter semester 2019/2020 or thereafter.

Reutlingen, 05.02.2019

Professor Dr. Hendrik Brumme  
President

Table 1: Compulsory & Compulsory-elective modules

Code	Modules and courses	ECTS credits per semester							Hours per week	Form of assessment	Value	Weighting
		1.	2.	3.	4.	5.	6.	7.				
<b>M1</b>	<b>Principles of Accounting</b>	<b>6</b>							<b>4</b>	<b>KL2</b>	g	6
M1.1	Financial Accounting								2			
M1.2	Management and Cost Accounting								2			
<b>M2</b>	<b>Principles of Marketing</b>	<b>6</b>							<b>4</b>	<b>KL2</b>	g	6
<b>M3</b>	<b>Business Mathematics</b>	<b>6</b>							<b>4</b>	<b>KL2 + attestation</b>	g	6
<b>M4</b>	<b>Business Law</b>	<b>5</b>							<b>4</b>	<b>KL2</b>	g	5
<b>M5</b>	<b>Business Communication 1</b>	<b>4</b>							<b>4</b>	<b>CA + PA</b>	g	4
M5.1	Business Communication Essentials								2			
M5.2	Intercultural Management								2			
<b>M6</b>	<b>Second Business Language 1 (a-d)</b>	<b>3</b>							<b>4</b>	<b>CA</b>	g	3
<b>M7</b>	<b>Digital Business</b>		<b>6</b>						<b>4</b>	<b>CA + PA</b>	g	6
M7.1	Digital Systems 1								2			
M7.2	Digital Systems 2								2			
<b>M8</b>	<b>Business Statistics</b>		<b>6</b>						<b>4</b>	<b>KL2</b>	g	6
<b>M9</b>	<b>Microeconomics</b>		<b>6</b>						<b>4</b>	<b>KL2 + CA</b>	g	6
<b>M10</b>	<b>Principles of Human Resource Management</b>		<b>6</b>						<b>4</b>	<b>KL2</b>	g	6
<b>M11</b>	<b>Business Communication 2</b>		<b>3</b>						<b>2</b>	<b>CA</b>	g	3
<b>M12</b>	<b>Second Business Language 2 (a-d)</b>		<b>3</b>						<b>4</b>	<b>CA</b>	g	3
<b>M13</b>	<b>Macroeconomics</b>			<b>6</b>					<b>4</b>	<b>KL2</b>	g	6
<b>M14</b>	<b>Principles of Corporate Finance</b>			<b>6</b>					<b>4</b>	<b>KL2</b>	g	6
<b>M15</b>	<b>Management Accounting and Control</b>			<b>4</b>					<b>2</b>	<b>KL1</b>	g	4
<b>M16</b>	<b>Principles of Strategic Management</b>			<b>6</b>					<b>4</b>	<b>KL1 + PA</b>	g	6
M16.1	Strategic Management Essentials								2			
M16.2	Project Management								2			
<b>M17</b>	<b>Intercultural Business Communication</b>			<b>5</b>					<b>4</b>	<b>CA</b>	g	5
M17.1	International Business Communication								2			
M17.2	Intercultural Negotiations								2			
<b>M18</b>	<b>Second Business Language 3 (a-d)</b>			<b>3</b>					<b>4</b>	<b>CA</b>	g	3
<b>M19</b>	<b>Internship</b>				<b>30</b>				<b>4</b>	<b>PR + PA</b>	u	--
M19.1	Internship											
M19.2	Internship Colloquium								2			
M19.3	Practical Business Studies								2			
<b>M20</b>	<b>International Studies</b>					<b>30</b>			<b>2</b>	depending on partner university	<b>g</b>	15
M20.1	International Studies					28						
M20.2	International Studies Colloquium					2			2			

Table 1 (continued): Compulsory &amp; Compulsory-elective modules

Code	Modules and courses	ECTS credits per semester							Hours per week	Form of assessment	Value	Weighting
		1.	2.	3.	4.	5.	6.	7.				
M21	Business Ethics						3		2	KL1	g	3
M22	Practical Intercultural Studies						2		2	PA	g	2
M23	Business Research Methods						5		3	HA	u	--
M24	Elective						5		4	see Tab A.2	g	5
M25	Elective						5		4	see Tab A.2	g	5
M26	Elective						5		4	see Tab A.2	g	5
M27	Elective						5		4	see Tab A.2	g	5
M28	Elective							5	4	see Tab A.2	g	5
M29	Elective							5	4	see Tab A.2	g	5
M30	Elective							5	4	see Tab A.2	g	5
M31	International Seminar							3	2	PA	u	--
M32	Bachelor's Thesis							12		Bachelor's Thesis	g	12

## Appendix A: Elective profiles and elective modules

Table A.1: Overview of elective profiles

Code	Elective profile
WP1	Marketing
WP2	Strategy
WP3	Finance
WP4	Leadership
WP5	Economics
WP6	Digital Business
WP7	Practice

Table A.2: Overview of elective modules

Code	Modules	ECTS credits per semester						Hours per week	Form of assessment	Value	Weighting
		1.	2.	3.	4.	5.	6. or 7.				
<b>Electives</b>											
M24 - M30	Sales Management						5	4	PA	g	5
	Marketing Communications						5	4	PA	g	5
	Marketing Research Projects						5	4	PA	g	5
	International Financial Reporting						5	4	RE + HA	g	5
	Consolidated Financial Statements						5	4	KL2	g	5
	International Corporate Transactions						5	4	PA + KL1	g	5
	Advanced Quantitative Finance						5	4	KL1	g	5
	Strategic Management in the Digital Age						5	4	CA + PA	g	5
	Business Simulation						5	4	PA	g	5
	Advanced HRM						5	4	HA	g	5
	Managing a Global Work Force						5	4	PA	g	5
	Corporate Social Responsibility						5	4	PA	g	5
	Industrial Organization						5	4	PA	g	5
	Advanced International Economics						5	4	HA	g	5
	Data Analysis						5	4	PA	g	5
	Social Entrepreneurship						5	4	PA	g	5
	Digital Entrepreneurship						5	4	PA	g	5
Internship 2-1						5	4	PR	u	--	
Internship 2-2						5	4	PR	u	--	
Internship 2-3						5	4	PR	u	--	

Table A.3: Allocation of elective modules to elective profiles

Code	Elective modules	Elective profile					
		Marketing	Strategy	Finance	Leadership	Economics	Digital Business
	<b>Electives</b>						
<b>M24 - M30</b>	<b>Sales Management</b>	X					
	<b>Marketing Communications</b>	X					
	<b>Marketing Research Projects</b>	X					
	<b>International Financial Reporting</b>			X			
	<b>Consolidated Financial Statements</b>			X			
	<b>International Corporate Transactions</b>			X			
	<b>Advanced Quantitative Finance</b>			X		X	
	<b>Strategic Management in the Digital Age</b>		X		X		X
	<b>Business Simulation</b>		X				
	<b>Advanced HRM</b>				X		
	<b>Managing a Global Work Force</b>		X		X		
	<b>Corporate Social Responsibility</b>				X		
	<b>Industrial Organization</b>	X	X			X	
	<b>Advanced International Economics</b>			X		X	
	<b>Data Analysis</b>	X		X		X	X
	<b>Social Entrepreneurship</b>	X	X		X		
<b>Digital Entrepreneurship</b>		X			X	X	



## Appendix B: Business Languages

Table B.1: Business Languages

Code	Modules and courses	ECTS credits per semester							Hours per week	Form of assessment	Value	Weighting
		1.	2.	3.	4.	5.	6.	7.				
M6a	Business French 1	3							4	CA	g	3
M6b	Business Spanish 1	3							4	CA	g	3
M6c	Business Chinese 1	3							4	CA	g	3
M6d	Business German 1	3							4	CA	g	3
M12a	Business French 2		3						4	CA	g	3
M12b	Business Spanish 2		3						4	CA	g	3
M12c	Business Chinese 2		3						4	CA	g	3
M12d	Business German 2		3						4	CA	g	3
M18a	Business French 3			3					4	CA	g	3
M18b	Business Spanish 3			3					4	CA	g	3
M18c	Business Chinese 3			3					4	CA	g	3
M18d	Business German 3			3					4	CA	g	3

## Appendix C: Honours programme

Table C.1: Honours Module

Code	Modules and courses	ECTS credits per semester							Hours per week	Form of assessment	Value
		1.	2.	3.	4.	5.	6.	7.			
	<b>Honours courses</b>										
H1	Honours course: Honours Seminar		6						2	CA	u
H2	Honours course: Additional Elective			5					4	CA	u
H3	Honours course: Independent Studies					6			2	CA	u
H4	Honours course: Research Seminar						8		2	HA	u
H5	Honours course: Interdisciplinary Studies							5	2	CA	u