



# International Digital Business

Degree	<b>Bachelor of Science (B.Sc.)</b>
Type of Study	<b>Full-time study</b>
Standard period of study	<b>7 Semester</b>
Commencement of study	<b>Winter semester</b>
Credits (ECTS)	<b>210</b>
Language of Instruction	<b>German/English</b>
Department/Central Institute	<b>Dept. of Business and Economics</b>

## Degree Programme

Google, Spotify, Zalando — international digital companies of all kinds enrich our everyday lives and dominate the economy and society. Their success is based on digital business models, new forms of collaboration, and their employees' digital skillset. Likewise, in Berlin's ecosystem of digital startups, creative teams of young professionals are working today on tomorrow's future. The bachelor's degree program International Digital Business (B.Sc.) invites you to an exploration of these digital industries and to prepare yourself for starting a professional career in a digital company.

### Course contents

#### Specialized digital competencies

Fundamentals of Digitalisation  
Digital Marketing  
Digital Performance Management  
Enterprise Gamification  
Digital Law

#### Methodological competencies

Digital Literacy I: Coding  
Digital Literacy II: Database Systems  
Digital Literacy III: Standard Software & IT Sourcing  
Digital Literacy IV: Software Architectures  
Mathematics for Business and Economics  
Statistics  
Statistics & Applications in Data Science

#### Key qualifications

Entrepreneurial Project I: Management Skills & Project Management  
Entrepreneurial Project II: Design Thinking & Agile Project Management  
Entrepreneurial Project III: Entrepreneurship & Research Methodology  
Academic Writing & Managing Complexity  
Storytelling for Business & Business and Data Ethics

#### Foundational competencies

Fundamentals of Business Economics  
Strategic Management  
Human Resources and Organisation  
Organisational Behaviour in International Companies  
Principles of Financial Accounting  
Principles of Corporate Finance  
Fundamentals of Business Law

### Semester abroad

### Internship semester





# International Sustainability Management

Degree	<b>Bachelor of Science (B.Sc.)</b>
Type of Study	<b>Full-time study</b>
Standard period of study	<b>7 Semester</b>
Commencement of study	<b>Winter semester</b>
Credits (ECTS)	<b>210</b>
Language of Instruction	<b>German/English</b>
Department/Central Institute	<b>Dept. of Business and Economics</b>

## Degree Programme

**Climate change, scarcity of natural resources and living conditions** in the Global South are fundamental challenges of our generation. Companies worldwide realise that they are called upon to **play a major new role** — that of **problem solvers** instead of polluters — and that the **social responsibility** of business goes way beyond that of increasing profits: sustainability is key now! The bachelor's degree **program International Sustainability Management (B.Sc.)** explores these complex interdependencies and imparts essential skills **to figure out sustainable solutions** to everyday or once-in-a-lifetime business decisions and to **communicate** the resulting effects to different stakeholders.

## Course contents

### Sustainability competencies

Fundamentals of Ecosystems  
Fundamentals of Occupational Health, Labor and Human Rights  
Sustainability Marketing  
Environmental and Sustainability Law  
Sustainable Performance Management  
Integrated Sustainability Reporting

### Key qualifications

Entrepreneurial Project I: Management Skills & Project Management  
Entrepreneurial Project II: Design Thinking & Agile Project Management  
Entrepreneurial Project III: Entrepreneurship & Research Methodology  
Academic Writing & Managing Complexity  
Storytelling for Business & Business and Data Ethics

### Methodological competencies

Sustainable Operations Management I  
Sustainable Operations Management II  
Sustainable Supply Chain Management  
Mathematics for Business and Economics  
Statistics  
Statistics & Applications in Data Science

### Foundational competencies

Foundational competencies  
Fundamentals of Business Economics  
Strategic Management  
Human Resources and Organisation  
Organisational Behaviour in International Companies  
Principles of Financial Accounting  
Principles of Corporate Finance  
Fundamentals of Business Law

## Semester abroad

## Internship semester

