

INTERNATIONAL BUSINESS

Master of Arts



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STUDY CONTENT

Globalisation is presenting internationally operating companies with ever new challenges – and managers with ever increasing demands. In addition to excellent business knowledge, employers expect multilingualism as well as social and intercultural leadership skills.

CBS combines the teaching of these skills in the master's degree course "International Business" with versatile teaching content in the English language. In subjects such as Business Economics, Corporate Governance or Strategic Analysis and Management you will explore relevant international and economic contexts. Lectures on Corporate Social Responsibility and Sustainable Supply Chain Management will deal with the success factor of sustainable management. In the second and third semesters, you will set individual accents according to your personal interests by means of elective specialisation courses.

In addition to specialist skills, you will acquire personal competences in our soft skills courses, which are important for taking over specialist and management positions. In an integrated internship and a business project, you will apply the knowledge you have acquired in practice and already establish valuable contacts with well-known companies during your studies.

In addition to English as the language of instruction, you will optionally learn a second foreign language and, if you wish, you can expand on this by spending your fourth semester at one of our numerous partner universities abroad and working on your master's thesis there.

Graduates of this study programme work, among others, in the following sectors and departments:

- Finance/Controlling
- Consulting
- Project management
- Human resources
- Marketing/Sales
- Business development
- International trade
- Key account management

AT A GLANCE

START OF STUDIES

Fall (August)
Spring (January)

LECTURE LANGUAGE

English

DURATION

4 semesters incl. master's thesis

STUDY LOCATION

Cologne & Potsdam

STUDY FORM

Full-time (120 ECTS)

ELECTIVE COURSES

In the 2nd & 3rd semester

INTERNSHIP

Minimum 8 weeks (obligatory)

SEMESTER ABROAD

In the 4th semester (optional)

BUSINESS PROJECT

In the 2nd semester

FOREIGN LANGUAGE COURSES

From 1st – 3rd semester

SOFT SKILLS

From 1st – 3rd semester

INTERNATIONAL BUSINESS

Study plan

1. SEMESTER

Business Economics	Module 1	3 ECTS
Empirical Research Methods	Module 1	3 ECTS
Strategic Analysis & Management	Module 2	3 ECTS
Innovation Management & Digital Transformation	Module 2	3 ECTS
Corporate Social Responsibility	Module 3	3 ECTS
Corporate Governance	Module 3	3 ECTS
Customer Relationship Management	Module 4	3 ECTS
Service Marketing	Module 4	3 ECTS
Advanced Intercultural Team Leadership	Module 12	2 ECTS
Assessment Center Bootcamp	Module 15	2 ECTS
Language & Communication Skills I ¹	Module 18	2 ECTS

2. SEMESTER

International Economics	Module 5	3 ECTS
Applied Management Accounting	Module 5	3 ECTS
Business Elective ³	Module 6	3 ECTS
Interdisciplinary Elective ⁴	Module 6	3 ECTS
Strategic Human Resource Management	Module 7	3 ECTS
Corporate Development & Business Transformation	Module 7	3 ECTS
Business Project	Module 8	6 ECTS
International Project Management	Module 13	2 ECTS
Financial Fraud & Ethics	Module 16	2 ECTS
Language & Communication Skills II ¹	Module 19	2 ECTS

3. SEMESTER

Value Based Management	Module 9	3 ECTS
Sustainable Supply Chain Management	Module 9	3 ECTS
Business Elective ³	Module 10	3 ECTS
Interdisciplinary Elective ⁴	Module 10	3 ECTS
Global Finance Management	Module 11	3 ECTS
Business Simulation Game	Module 11	3 ECTS
Skills Elective ²	Module 14	2 ECTS
Business Plan Writing & Pitching	Module 17	2 ECTS
Language & Communication Skills III ¹	Module 20	2 ECTS
Master Thesis Tutorial	Module 19	2 ECTS
Internship ⁵ (at least 8 weeks)		

4. SEMESTER

Master Thesis	24 ECTS
Internship ⁵ (at least 8 weeks)	10 ECTS

General economic science teaching content
 Interdisciplinary competences

Programme-specific teaching content
 Elective range

Each course usually comprises two hours per week during the semester.

1 For non-native German speakers a choice between English taught Advanced Critical Thinking & Writing Skills course and German is offered.

2 In courses such as “Advanced Intercultural Team Leadership” or “International Project Management” your social and leadership skills are trained. In addition to various compulsory courses, there are optional subjects where you can choose which of your competences should be particularly strengthened.

3 In these business elective courses you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as “Pricing”, “Branding”, “Leadership”, “Entrepreneurship”, “International Investment”, “Risk Management” or “Portfolio Management”.

4 In these Interdisciplinary Electives you can expand your specialist knowledge according to your individual interests. There is a choice of courses such as “Big Data & Cloud Management”, “International Law”, “International Competitiveness”, “E-Commerce”, “Special Issues in Globalization”, “Global & Industrial Corporate Responsibility”, “Public Relations”, “Video Marketing”, “Online Aesthetics”, “Tourism Consulting” or “Business Travel”.

5 During the semester break you will complete an internship of at least eight weeks at home or abroad