

Visiting Student Program

# General Business Pack 1

SPRING 2022-2023



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**Finance**

Capital Markets 5 Ects

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**Operations**

Operations Management 5 Ects

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**Accounting**

Financial Reporting & Analysis 5 Ects

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**HHRR**

Organizational Behavior 3 Ects

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**Economics**

Global Economic Environment 6 Ects

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**Strategy**

Strategies in a Disruptive World 6 Ects

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**Entrepreneurship**

Corporate Entrepreneurship & Innovation 4 Ects

Business Intelligence for Startups 5 Ects

Doing Business in China 3 Ects

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**Marketing**

Services Marketing 6 Ects

Digital Marketing 6 Ects

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**IT-IS**

Business Intelligence & Analytics 6 Ects

Cloud Foundations 3 Ects

Building an Online Business 5 Ects

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**Economic Environment**

Multinational Corporations: Current Trends,  
Economic Determinants & Strategies 3 Ects