



» Bachelor

- » Business Administration 2:
Marketing
- » International Media
Management
- » Master

International Management (B.A.)

🔊 Listen

The six-semester **Bachelor** degree course in International Management combines a classic economic basic education with international and social-science emphasis and a language training in Spanish or Danish.

Apart from a profound and general economic knowledge of e.g. business administration, economics or industrial-organizational psychology, the **Bachelor** degree course also imparts some function-specific or industry-specific specialist knowledge.

Lecture overview

Module	Lecture	Semester
BIM PF 03	Business Administration 2: Marketing	Winter
BIM W1 22	International Media Management	Summer

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