

## Curriculum City and Regional Management (SRM) – B.A.

Term	Modules and related courses	Credit points
1 32 credit points	<b>AL1: Introduction to Business Administration</b>	8
	Fundamentals of Business Administration	5
	Business Management	3
	<b>AL2: Introduction to Economics and Law</b>	6
	Introduction to Economics (VWL I)	3
	Introduction to Private Business Law	3
	<b>AL3: Methods and Skills</b>	3
	Academic Skills and Methods in City and Regional Management	2
	Learning to Study	1
	<b>AL4: Social Competence</b>	6
	Communication and Rhetoric	3
	Ethics/Gender/Diversity	3
	<b>SL1: Introduction to Geography</b>	6
	Introduction to Human Geography	3
Introduction to Regional Development	3	
<b>FS1: Business English I</b>	3	
Business English I	3	
2 26 credit points	<b>AL5: Introduction to Statistics</b>	6
	Statistics and Computer-Aided Data Evaluation	6
	<b>AL6: Marketing-Specific Fundamentals</b>	6
	Market Research	3
	Marketing	3
	<b>AL7: Economy and Society</b>	6
	Macroeconomics and Economic Policy (VWL II)	3
	Introduction to Political Science	3
	<b>AL8: Bookkeeping and Accounting</b>	5
	Bookkeeping and Accounting	5
<b>FS2: Business English II</b>	3	
Business English II	3	
3 32 credit points	<b>AL9: Cost and Activity Accounting</b>	5
	Cost and Activity Accounting	5
	<b>SL2: Management of Projects and Events</b>	6
	Project Management	3
	Event Management	3
	<b>SL3: Municipal Administrative Management</b>	6
	Municipal Management	3
	Introduction to Administrative Law	3
<b>SL4: City and Society</b>	6	

Term	Modules and related courses	Credit points
	City and Regional Marketing	3
	Urban and Regional Sociology	3
	<b>SL5: Introduction to Planning</b>	6
	Urban and Regional Planning	3
	Transport Planning	3
	<b>FS3: Business English III</b>	3
	Business English III	3
4 31 credit points	<b>AL10: Financing and Investment</b>	6
	Financing	3
	Investment	3
	<b>AL11: Financial Analysis and Municipal Finances</b>	6
	Financial Planning and Analysis	3
	Municipal Finances	3
	<b>SL6: Competence in Regional Economy</b>	6
	Economic Development	3
	Real Estate Management	3
	<b>SL7: Applied Geography</b>	7
	Management Game	3
	Applied Planning	4
	<b>SL8: Applied Specialization in City and Regional Management</b>	6
	City Marketing	6
Regional, Cultural or Event Management	6	
5 29 credit points mobility window	<b>SL9: Municipal Law and Public Economics</b>	6
	Public Economics	3
	Municipal Law	3
	<b>SL10: Interdisciplinary Fields of Action (**)</b>	6
	Tourism Management	3
	Sports and Municipality	3
	Transport and the Environment	3
	Strategic Communication in Non-Profit Organizations	3
	<b>SL11: Urban and Regional Geography</b>	5
	Urban and Regional Geography	5
	<b>SL12: Financing Practices</b>	6
	Sponsorship	3
	Fundraising	3
	<b>SL13: Case Studies (*)</b>	6
Case Study 1	6	
Case Study 2	6	
6	<b>SL14: Supervised Internship</b>	15

Term	Modules and related courses	Credit points
30 credit points	Internship	15
mobility window	<b>SL15: Bachelor's Thesis and Defense</b>	15
	Bachelor's Thesis	12
	Thesis Defense	3
	Total:	180

(\*) One course from the courses offered must be selected.

(\*\*) Two courses from the courses offered must be selected.