



AUSLANDSBEAUFTRAGTER DER FAKULTÄT SOZIAL UND WIRTSCHAFTSWISSENSCHAFTEN  
OTTO-FRIEDRICH-UNIVERSITÄT • 96052 BAMBERG

**Auslandsbeauftragter der  
Fakultät für Sozial- und  
Wirtschaftswissenschaften**

**Representative of Foreign  
Affairs**

**Department of Social and  
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Accreditation tables for students participating in the double-degree program Bamberg-Montpellier.

### Course of studies

Module	Bamberg (year 1)	Montpellier (year 2)	Sum
Elective I	18 ECTS		18 ECTS
Elective II	18 ECTS		18 ECTS
General Management		36 ECTS	36 ECTS
Research	18 ECTS		18 ECTS
Thesis		24 ECTS	24 ECTS
Language / Context	6 ECTS		6 ECTS
<b>Sum</b>	<b>60 ECTS</b>	<b>60 ECTS</b>	<b>120 ECTS</b>

Please note the examination board of the each institution has to accredit the credits from the other institution. The following accreditations are guaranteed:

### General Management

Leadership development	3 ECTS
Professional concentration	9 ECTS
Major course	18 ECTS
Fresh as foreign language	6 ECTS
<b>Sum</b>	<b>36 ECTS</b>

In the module group Professional Concentration, students choose one of the following subjects:



<b>Professional Concentration</b>	
<i>International business model developer</i>	9 ECTS
<i>or International corporate finance</i>	9 ECTS
<i>or International digital marketing</i>	9 ECTS
<b>Σ</b>	<b>9 ECTS</b>

Students select one Major course from the current offer at ESC Montpellier.

<b>Major Course (one out of three)</b>	
<b>Major in International Business</b>	
<i>Management de l'innovation approfondi</i>	3 ECTS
<i>Entrepreneuriat international</i>	3 ECTS
<i>Global strategy</i>	3 ECTS
<i>Introduction au big data et analyse de valeur</i>	3 ECTS
<i>Marketing international</i>	3 ECTS
<i>Management interculturel</i>	3 ECTS
<b>Major in Marketing</b>	
<i>Advanced strategic marketing</i>	3 ECTS
<i>Consumer behaviour &amp; psychology</i>	3 ECTS
<i>Graphic design &amp; brand communication</i>	3 ECTS
<i>Digital Marketing</i>	3 ECTS
<i>Media and Crisis Communication OR Marketing and digital innovation</i>	1.5 ECTS
<i>Global marketing management</i>	3 ECTS
<i>Social impact of marketing</i>	1.5 ECTS
<b>Major in Financial Management</b>	
<i>Advanced strategic finance</i>	3 ECTS
<i>Foundation of risks</i>	3.5 ECTS
<i>Decision theory</i>	3.5 ECTS
<i>Introduction to big data and business analytics</i>	3 ECTS
<i>Fixed income options derivatives</i>	3 ECTS
<i>Microfinance</i>	3 ECTS
<b>Σ</b>	<b>19 ECTS</b>

## Thesis

<i>Research Methodology</i>	20 ECTS
<i>Professional experience</i>	3 ECTS
<i>Professional activity report</i>	3 ECTS
<b>Σ</b>	<b>24 ECTS</b>



Gez. Univ-Prof. Dr. Matthias Muck