



# **BACHELOR IN BUSINESS ADMINISTRATION (BSC) CONCENTRATION OVERVIEW**



Frankfurt School

# CONCENTRATION OVERVIEW

During your third semester of the Bachelor in Business Administration, you will decide what subject you would like to specialise in. You will have the choice between six concentrations: Marketing & Innovation Management, Finance, Digital Business, Auditing & Consulting, International Management and Unternehmenssteuerung und -regulierung. It is also possible in some cases to combine modules from two different concentrations. Concentration modules will take place in the fourth and sixth semesters.

Marketing & Innovation Management	Finance	Digital Business
Marketing	Banking & Finance	Information Systems Engineering
Consumer Behaviour	Money & Banking	Data Bases & Data Management
Market Intelligence	Financial Markets	Information & Communication Systems
Marketing Strategy	Contemporary Topics in Corporate Finance	Systems Development
Innovation Management	Consulting & Finance	Business Information Systems Management
Principles of Innovation Management	Foundations of Consulting	IT Security Management
Digital Entrepreneurship	Accounting & the Business Environment	Information & Architecture Management
Scale and Scope in Digital Business Models	Accounting & Capital Markets	Analytics & Big Data

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Auditing & Consulting*	International Management**	Unternehmenssteuerung und -regulierung***
Fundamentals of Auditing*	International Experience	Corporate Governance und Compliance
Foundations of Auditing	Semester Abroad	Grundlagen der Corporate Governance
Consulting Principles		Anreizgestaltung & Performance
Accounting & the Business Environment		Compliance
Consulting & Finance	Second concentration of your choice	Strukturierung von Transaktionen
Contemporary Topics in Corporate Finance	Concentration Module	Unternehmensrechtliche Grundlagen
Financial Markets	Concentration Module	Steuerliche Aspekte bei Transaktionen
Accounting & Capital Markets	Concentration Module	Konzernrechnungslegung

\* This concentration cannot be combined with other concentrations

\*\* You will do an additional semester abroad in the fourth semester and then choose modules from another concentration in your sixth semester

\*\*\* These modules are only available in German

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