

Recommendations for the organisation of the practical part in the dual degree programme International Management

Sample In-Company Training Plan

Responsibility: Academic Office

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Recommendations for the organisation of the practical part in the dual degree programme

International Management

This guideline provides information to the cooperation companies regarding the structural organisation of the on-the-job training component of HSBA's dual degree programme.

Background

During the three-year period of academic study and practical training, students are placed in their cooperating companies in six phases. These six periods at the companies either take place after each academic period at HSBA (A-Track students) or before each academic period (B-Track students). The degree course is structured in such a way that basic knowledge in business management functions is the main part of the first two years while in the third year further and more in-depth qualifications and competences are acquired, particularly through the pathways / specialisations that the students choose. The thesis, which should address an application-oriented problem at the partner company, constitutes the final part of the degree programme.

Outline

HSBA recommends that a three-stage concept be followed while the students are placed at the company, taking into account organisational peculiarities e.g. in case there is more than one student at one company:

1. Basic knowledge of the main commercial areas should be acquired in the first two years of the degree (semesters 1 to 4). This can be achieved by integrating the student into the daily tasks of different departments.
2. In the third year (semesters 5 and 6), the focus should no longer be on teaching basic skills, but rather on the supported or independent application of skills already acquired in everyday professional life. This may be achieved, for example, through project work, assistant roles or temporary responsibility for selected processes. The aim is for the student to acquire professional skills that enable a smooth entry into professional life after graduation.
3. The thesis topic (semester 6) usually describes a challenging workplace issue that is analysed using scientific methods. The student is supervised by a company adviser and an HSBA lecturer, ensuring that both practical and academic aspects in the paper are considered.

Working abroad

Internationally oriented cooperation companies in particular should consider the option of placing the student abroad for a period. The second year of study is particularly suitable for such a placement.

International Management module scheduling

Phase 1 (semester 1 to 4)

Core Modules Business Administration	Semester HSBA	Recommended time period in the company	Recommended dual workload (hours) in the company
Business Mathematics	1	1 – 6	15
Principles of Accounting	1	1, 2	50
Fundamentals of Digital Systems and AI	1	1, 2	48
Science and Trends	1	1, 2	15
Business Statistics	2	2, 3	15
Business Economics	2	2, 3	30
Principles of Finance	2	2, 3	50
Marketing Management	2	2, 3	50
Quantitative Methods	3	3, 4	30
Project Management	3	3, 4	58
Strategy and Innovation	4	3, 4	50
Operations Research/Operations Management	4	4, 5	50
Organisation and Organisational Behaviour	4	1 – 6	50
International Management Modules	Semester HSBA	Recommended time period in the company	Recommended dual workload (hours) in the company
International Management I	1	1, 2	50
International Management II	2	2, 3	50
International Financial Reporting	3	3, 4	50
International Trade and Regional Studies	4	4, 5	50
Elective Modules	Semester HSBA	Recommended time period in the company	Recommended dual workload (hours) in the company
Minor 1	3, 4	3, 4	150

Phase 2 (semester 5 and 6)

Core Modules (International) Management	Semester HSBA	Recommended time period in the company	Recommended dual workload (hours) in the company
Re-Think Business	5	5, 6	50
Competitive Strategy and Pricing	5	5, 6	15
International Sales and KAM	5	5, 6	50
International Commercial Law and AI Intersections	6	6	50
Elective Modules	Semester HSBA	Recommended time period in the company	Recommended dual workload (hours) in the company
Minor 2	5, 6	5, 6	150
General Electives/Study Trip	5	--	30

Phase 3 (semester 6)

Bachelor thesis	5, 6	5, 6	
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