



SCHOOL OF BUSINESS

INTERNATIONAL BUSINESS

BACHELOR OF ARTS

Why study our International Business program?

Our bachelor program focuses on international business with an emphasis on culture, brand and management. Study our International Business program and experience international exchange in various ways including cultural diversity and a program with an international focus.

Career perspectives

The range of possible vocational fields is multifaceted. You will be qualified to work in the areas of human resources, marketing, communication or sales, in industrial as well as service companies. Alternative options include careers in market research institutions, advertising agencies, management consultancies, tax, accounting and auditing consultancies, banks or insurance companies.

Key aspects

- Full-time program
- Course language: 100% English
- Integrated: study abroad and internship
- Multicultural classes
- International guest professors
- International focus within the lectures
- Cooperation with business enterprises

Course overview

- Core subjects (Marketing, International Law, International Accounting, Corporate Finance, Skills & Tools etc.)
- Applied Business Mathematics, Statistics and Microeconomics
- Business simulation at the end of first year
- Entrepreneurship at the end of second year
- Electives taken abroad at our partner universities

Admission requirements

- General university entrance qualification or
- University of applied sciences entrance qualification or
- Extended university entrance qualification effective in Baden-Württemberg
- For foreign applicants: university entrance qualification or equivalent
- Documented English skills (TOEFL or similar), personal interview

Start, Duration of study & Credit Points

- April
- 3 Years, 180 ECTS

Final Qualification

Bachelor of Arts Betriebswirtschaft / International Business

Contact

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Tuition Fees

- 670,- Euro per month*
- Additional one-time enrollment fee of 650,- Euro

*different payment regulations for non-eu students