

# Bachelor in International Business Studies (B.Sc.)

## International Business Studies

The Bachelor's degree in International Business Studies (B.Sc.) is a perfect start into a professional career in international business. The three-year program provides you with all essential knowledge for understanding and analyzing the international business environment. The distinct international perspective of the program reflects the growing importance of multinational operations and emphasizes the comparative study of business strategies and policies. The program consists of core and elective modules in a variety of fields, with all courses conducted in English. The international perspective is complemented by a mandatory semester abroad that is integrated into the curriculum.



## Target group

The program is designed for high-school graduates interested in business with an international perspective who are looking for a solid foundation for a professional career in business, government, or international agencies. The program also prepares students to pursue graduate studies in business, economics, or public administration. In order to apply, you need a higher education entrance qualification. This is typically a qualified secondary school diploma, though sufficient professional qualification may serve as a substitute depending on approval by the university. The program is taught in English throughout. Therefore, good knowledge of the English language is an essential prerequisite to successfully complete the degree program.

## Competencies

The program provides a sound understanding of the basic principles of business, accounting, economics, statistics and quantitative analysis. It enables students to understand and analyze specific problems related to international business and multinational operations. This includes the ability to generate a quantitative assessment using the appropriate statistical and econometric methods as well as fluency in a non-native language.

## Career opportunities

The curriculum provides the graduate with entry into numerous fields of activity in business, for example, in large, international corporations and also in medium-sized businesses, which are increasingly seeking to recruit graduates with intercultural competence and international experience. Potential employers encompass private corporations, the public sector, but also supranational institutions and non-profit organizations. The program prepares graduates for the possibility of interesting employment in a variety of industries.

## Course content

The compulsory program includes the three topical core areas **International Business, International Economics, and International Politics, Law, and Society**. The core area **Tools** provides the essentials for quantitative analysis. Further areas include **Reflection, Experience, Language and Electives**.

## Application

Application requires a qualified secondary school diploma. Subject to approval,

- application portal opens ~~May 25, 2020~~ **July 1, 2020**.
- deadline for applications is ~~July 15, 2020~~ **August 20, 2020**.
- start of the program is in **October 2020**.
- [www.international-business-economics.wiso.fau.eu](http://www.international-business-economics.wiso.fau.eu)



Modules	Type	Workload in ECTS Seminar-Points					
		Semester					
		1	2	3	4	5	6
<b>International Business</b>							
International Management	Seminar		5				
Introduction to Sustainability Management	Lecture			5			
Enterprise Content and Collaboration Management	Lecture/Tutorial	5					
Innovation and Entrepreneurship	Seminar	5					
Case Studies in International Management	Seminar			5			
Financial Reporting	Lecture/Tutorial	5					
Electronic Human Resources Management	Lecture/Tutorial			5			
Industry X.0 and Supply Chain Management	Lecture/Tutorial				5		
<b>International Economics</b>							
Microeconomics	Lecture/Tutorial	5					
Macroeconomics	Lecture/Tutorial		5				
International Economics	Lecture/Tutorial			5			
European Economic Integration	Lecture/Tutorial				5		
<b>International Politics, Law, and Society</b>							
European and International Law	Seminar			5			
International Politics	Lecture		5				
Global Governance	Lecture/Tutorial				5		
Social Policy in an Interdependent World	Lecture/Tutorial				5		
<b>Tools</b>							
Statistics	Lecture/Practice	5					
Introduction to Econometrics	Lecture/Tutorial		5				
Data Collection Methods in the Social and Behavioral Sciences	Seminar				5		
<b>Reflection</b>							
Intercultural Competence	Seminar	5					
Professional Orientation (Guest Lectures)	Seminar				5		
<b>Languages</b>							
Foreign languages 1.1	Tutorial		5				
Foreign languages 1.2	Tutorial					5	
Foreign languages 2	Tutorial		5				
<b>Experience</b>							
Electives Abroad	<i>varying</i>					20	
<b>Electives</b>							
Electives	<i>varying</i>			5		5	15
Bachelor's Thesis	Seminar						3
	Thesis						12
<b>∑ ECTS</b>		<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>	<b>30</b>