



srh



Experience Track
and
Fast Track

SRH Berlin University of Applied Sciences
Campus Hamburg

International Business Administration
Digital Marketing | B.A.

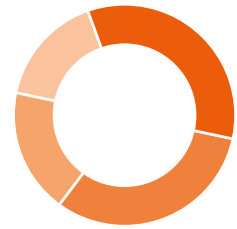
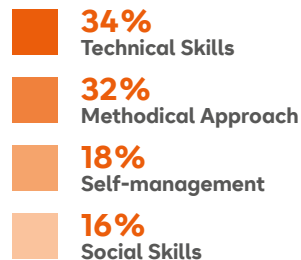
Our Unique Curriculum for You

This focus programme will give you a comprehensive understanding of international business administration and specific marketing skills to succeed in today's marketplace. Hands-on projects teach you everything from brand management to international business law. The flexible curriculum prepares you realistically for a career in digital marketing.

Competencies and Curriculum

- AI in Marketing
- Investment Management and Corporate Governance
- Creative Thinking
- Learn German or Spanish

Competence Development



Semester 1

Digital Marketing

Principles of International Management

Accounting

Get ready for tomorrow, today: Creativity and innovations

Applied Business Mathematics

Languages I (German or Spanish)

Semester 2

Digital Consumer Insights: Getting to know the customer

Principles of Economics

Digital Business I: Applied Business Information Systems

Digital Business II: Digital Website Project

Statistics I

Languages II (German or Spanish)

Semester 3

Management Accounting

International Business Law

Finance and Investment Management

Start-up and Entrepreneurial Mindset

Statistics II

Languages III (German or Spanish)

Semester 4

Brand Management

Leadership

Online Marketing OR Econometrics

Lab Project

Advanced Brand Management - Developing a Brand

Communication

Semester 5

Artificial intelligence – The Future of Marketing

Digital Business Simulation

Research Transfer

Study Project

Business Research Methods

Career Coaching

Semester 6

International Experience Semester: Internship or Study Abroad

Semester 7

Internship

Academic Writing

Bachelor's Thesis

Please note: "Fast Track" students skip the International Experience Semester and complete the programme in six semesters.

Your Future Career

As a graduate, you possess a solid education in economics and can solve complex problems independently and efficiently. You support international companies in marketing-related areas such as product management, strategic orientation or audience-oriented consulting.

Your Success Is Our Mission

- Globally recognized and renowned degree programme (state accredited)
- Direct entry possible: No foundation year required
- Holistic and hands-on approach to learning
- Personal assistance at our Career Service
- Choose additional courses at other schools such as design or engineering
- Compatible with the best business administration master's programmes in Germany and the world
- Complete a semester abroad at one of our partner universities
- Students from 100+ countries provide international flair

Financing Your Studies

- Find support with student loans such as Daka Berlin: Repay your loan only when you are employed and earn a certain income.
- Education funds such as the SRH Berlin Bildungsfonds from Brain Capital also provide financial help: When you start working and have a fixed minimum income, you pay back a percentage of your salary.
- Additionally, there is Bafög and various other scholarships. Find more information on our website.

"Social competence is one of the essential qualities that supported me in my start-up phase. Studying at SRH allowed me to gain experience as an independent entrepreneur parallel to my studies."

Key Facts and Figures

Start

1st intake: October 2024

Duration

3.5 years (Experience Track)

3 years (Fast Track)

Mode

Full time

Credits

210 ECTS (Experience Track)

180 ECTS (Fast Track)

Degree

Bachelor of Arts

Language

English

Tuition Fees (Experience Track)

EU: €690 per month

Non-EU: €4,725 per semester

CORE Principle

Find all information on our

CORE Principle here:

srh-campus-hamburg.de/en/core



Florian Buck

Alumni & Founder of klickraft.de

Bachelor's Programmes for Cosmopolitan Practitioners

SRH Campus Hamburg

Hamburg is the second largest city in Germany and an excellent location for education and business alike. The nearby Port of Hamburg is the 3rd busiest in Europe and is known as Germany's "gateway to the world". Located on the Binnenalster, our campus offers exciting future-oriented degree programmes in the fields of management, IT, logistics, and technology. Find numerous work opportunities and leisure activities at our central location. Campus Hamburg is the perfect place for students to study and gain practical experience.

Entry Requirements

- General university entrance qualification (Abitur) or subject-restricted higher education entrance qualification (Fachhochschulreife)
- Alternatively: At least two years of vocational training as well as three years of work experience
- Proof of English language proficiency
- High motivation for academic success

**Any questions?
We're happy to help out.
Email us or give us a call.**

**+49 40 334 656 40
studyinhamburg@srh.de**

www.srh-campus-hamburg.de/en

**More
information!**

