



SRH University Heidelberg

# International Business Bachelor of Arts



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## **Your motivation**

### **You feel at home in the world?**

You want to start your career in the international labour market? The global perspective of the bachelor's degree programme in International Business opens up international career opportunities.

## **Your prospects**

### **You determine your national or international career path by yourself!**

By completing this programme, you will acquire the qualifications required to gain a foothold in industrial or service companies, both at home and abroad. You will then be able to work in areas such as human resources, marketing and sales or corporate communications. Alternative career paths include market research institutes, advertising agencies, consultancies, tax and audit firms, banks and insurance companies.

## **Course content and skills**

### **Your IBB experience.**

Our degree programme International Business is not just international by name but international in nature. The courses are internationally focused, lectures delivered by a team of professors with international experience and the students are from various countries. In addition, every student will have an integrated

semester abroad at a partner university, as an international educational experience, which offers a diversity of interesting topics to specialize in. You will be encouraged to take your internship abroad too. Both experiences will offer opportunities to develop important networks and contacts, valuable for your future career.

### Your course content in detail.

Nowadays, an international and border-crossing mindset already constitutes an important qualification in its own right, being highly valued on the job market. Students with an understanding of different cultures, a more inclusive mindset and awareness of a diverse range of business practices are very much sought-after. Our International Business program consequently supports this with study abroad and Dual Degree options.

### Dual Degree Options

- Cesine Centro Universitario, Santander (Spain)
- Bournemouth University (UK)
- Ara Institute of Canterbury (New Zealand)
- Kookmin University (South Korea)
- INSEEC Bordeaux / Lyon (France)
- University of Incarnate Word (USA)

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## At a glance

### Degree

Bachelor of Arts (B.A.)

### Course language

English

### Credit points

180 ECTS

### Start of academic programme

Winter semester

### Duration of study

6 semesters

### Tuition fees

EEA students:

— € 750 per month

— One-time enrolment fee of € 750

Non-EEA students (without permanent residence permit):

— € 5,100 per semester

— One-time enrolment fee of € 1,000

### State recognition

Accredited and state-recognised

### Admission requirements

- A general or subject-specific higher education entrance qualification (Abitur/fachgebundenes Abitur) or an entrance qualification for studies at universities of applied sciences (Fachhochschulreife)
- 2 years of vocational training and a min. of 3 years' professional experience, and have passed an aptitude test
- English language proficiency: IELTS 6.5 / TOEFL 80 / Duolingo Certificate 120 / PTE Academics 58 or a comparable test
- Successful participation in the university's own application process

# Your study programme.

Your studies begin with an introductory module where we prepare you thoroughly for your programme, before tackling the subject in greater depth. During the integrated semester abroad at one of our partner universities, you will gain intercultural skills and get networking opportunities for your start in the workplace.

## Semester

<b>01</b>	Business Administration I	Business Administration II	Human Resources	Marketing	Skills and Tools
	<b>Examination &amp; Credits</b>	WE   8 ECTS	OE & Es   6 ECTS	WE   6 ECTS	Rep & Pres   6 ECTS
<b>02</b>	Operations Management	International Law	Introduction to Accounting	Applied Business Mathematics	Business Simulation Entrepreneurship
	<b>Examination &amp; Credits</b>	Rep & Pres   6 ECTS	WE   6 ECTS	WE   6 ECTS	WE   6 ECTS
<b>03</b>	Macroeconomics	International Accounting	Sales	Cost and Performance Accounting	Microeconomics
	<b>Examination &amp; Credits</b>	WE, Rep & Pres   8 ECTS	WE   6 ECTS	Rep & Pres   6 ECTS	WE   6 ECTS
<b>04</b>	Corporate Finance	International Taxation	Management Information Systems	Statistics	Study Abroad
	<b>Examination &amp; Credits</b>	Es & CS   6 ECTS	WE   6 ECTS	WE & Pres   6 ECTS	PW   6 ECTS
<b>05</b>	Study Abroad	Study Abroad	Internship (world-wide)		
	<b>Examination &amp; Credits</b>	8 ECTS	VTE   16 ECTS		
<b>06</b>	Internship (world-wide)	Thesis (world-wide)			
	<b>Examination &amp; Credits</b>	IR & Pres   24 ECTS	Th   12 ECTS		

The university reserves the right to make changes.

## Explanation

**WE:** Written Exam  
**OE:** Oral Exam  
**Es:** Essay  
**Rep:** Report  
**Pres:** Presentation

**PE:** Portfolio Exam  
**CS:** Case Studies  
**PW:** Project Work  
**VTE:** Various Types of Exams  
**IR:** Internship Report

**Th:** Thesis