

# BSC BUSINESS ADMINISTRATION

# INTERNATIONAL

# MANAGEMENT



## ADD VALUE IN AN INTERNATIONAL ENVIRONMENT

Go beyond contemporary business models, and look at the world's economy from an international perspective. With each year, the world becomes more connected creating a global economy. Products we use on a daily basis no longer come from local sources but are often shipped from all over the world. Germany's yearly exports total up to more than one billion Euros. Companies in such a globalized environment need experts that are capable of handling international transactions. Managers with international backgrounds in marketing, accounting, finance, logistics and communications establish the connections between companies and international markets. They become responsible for their company's operations abroad.

## SOLIDIFY YOUR EXPERTISE

Our degree provides you with a strong foundation in aspects of business administration. Develop expertise in a number of areas through a wide range of topics such as management, strategy, accounting, math, statistics, law, micro- and macroeconomics, and more. Gain well-rounded knowledge and a skill set that will maximize your career opportunities with a specialization in international management.

## IMMERSE YOURSELF IN YOUR CHOSEN SPECIALIZATION

- Human Resources Management
- Empirical Research Methods
- Chinese, Spanish or German
- International Financial Accounting
- International Finance
- Consumer Behavior\*
- Intercultural Communication and Management\*

\*These courses are offered as electives and are open to all specializations.

## GAIN KNOWLEDGE THAT WILL PREPARE YOU FOR YOUR FUTURE CAREER IN AN INTERNATIONAL ENVIRONMENT

- Assess the challenges of working with people in international organizations.
- Communicate in a foreign language and gain intercultural competencies.
- Apply moral reasoning and business ethics to your daily work.
- Learn how to collect, analyze and report data with recommendations for action.
- Base your strategic decisions on explicit and measurable values (KPIs).
- Understand international accounting standards and assess a company's performance.
- Understand the international monetary and money exchange systems and the importance of finance in a globalized world.

### AT A GLANCE

- 3 Years. 6 Semesters
- Study Abroad
- Standard Track  
1 Internship + 180 ECTS
- Intensive Track  
2 Internships + 210 ECTS

### IMPORTANT DATES

NOV 15  
Start of Applications

DEC 31  
Early Bird  
Application Deadline

MAR 31  
International Applications  
Recommended Deadline

JUN 30  
Application Deadline for  
EU Citizens

SEPT 1  
First Day of Classes

SEE OUR WEBSITE FOR  
SCHOLARSHIP DEADLINES

