

# International Business Studies

Friedrich-Alexander-Universität Erlangen-Nürnberg  
Master of Science



## Profile

## All the necessary skills required to succeed in an international environment

The program provides students with a comprehensive understanding of the complexity of international business. Students are supported in acquiring all the necessary skills required to succeed in an international environment. Special attention is given to the variety of approaches that firms choose to adapt their international operations due to the diversity of laws, business practices, and cultures across the globe.

### Competencies

The emphasis is on increasing the students' capacity to understand and analyze foreign operation modes and to make decisions related to foreign market entry and management strategies. The students develop essential communication and intercultural skills. Students have the opportunity to earn credits at one of our partner universities worldwide. The program includes company visits as well as lectures and workshops with executives from leading companies. The wide variety of business language courses complete the international focus of the program and prepare students for their career in an international setting.

Besides the profound theoretical and practical knowledge that students acquire in the program, the MIBS student group represents the idea of "practice what you preach". Besides our highly international teaching and research focus, each year's student group consists of approx. 60 students from more than 30 countries around the globe. We think that you can only teach internationally, when you live internationally, and we appreciate and foster diversity and interculturality.

### Target group

The program is designed for outstanding and motivated students who have successfully completed:

- a bachelor's degree in International Business, Business Administration, Management or a related subject, or a bachelor's degree in another field, but with sufficient knowledge of international business,
- an internationally accredited English language proficiency test like TOEFL or IELTS, or being native speakers from an English-speaking country,
- their respective bachelor's degree with an outstanding GPA,
- one or multiple abroad stays in foreign countries for work or studies.
- sufficient and detailed knowledge in business and statistics.

## Course of study

### Study progress

The program usually takes four semesters and is composed of nine core modules: Environment of International Business, Foundations of International Management, International Strategic Management, International Functional Management, International Information Management, International Finance and Change Management, Soft Skills, International Corporate



Friedrich-Alexander-Universität  
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### Contact

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Sustainability, International Relations, elective courses, and the master's thesis. Teaching is conducted in English.

## Core courses

A comprehensive and well-founded understanding of the field is provided by core courses in the following areas:

- Environment of International Business
- Foundations of International Management
- International Strategic Management
- International Functional Management
- International Information Management
- International Finance and Change Management
- Soft Skills
- International Corporate Sustainability
- International Relations

## Elective courses

The elective courses focus on different area studies and allow the students to specialize in one specific region and its language:

- English speaking countries,
- Romance countries,
- Asia, or
- Europe.

The language of instruction in the electives depends on the chosen area.

## Master thesis

The master thesis accounts for 30 ECTS. With the master thesis, the student will show that he/she is proficient in his/her area of study and he/she is able to work independently using scientific methods.

The master thesis should be written in one of the languages recognized in the MIBS (German, English, Spanish, and French) according to the lecture language of the respective module.

Details regarding the assignment of topics, the writing and research process, and grading of the master thesis can be found in the corresponding section of the examinations regulations (Prüfungsordnung).

## Career

### Career opportunities

Master of International Business Studies Alumni started working after completion of their studies in highly reputed companies, such as:

- Adidas
- BCG
- BMW
- Bosch Rexrodt AG
- GfK Group
- MAN
- Mercedes
- Puma
- Rehau
- Remondis International
- Roedel & Partner
- Roland Berger
- Siemens
- ... and many more.

## Admission

### Admission process

- Please use the [Online Application Portal campo](#) to submit your application. All required documents must be uploaded as a PDF file. Please note that the applications sent by mail will **not be** processed.

- Application deadline is the **May 31, 2022**. Kindly note that your documents must have been uploaded to the CAMPO portal before this deadline.
- Start of the program: October / November each year.

## Application

### To be enclosed in the application:

- Curriculum vitae including passport photo (2 pages max.)
- Certificate of bachelor's degree (if you have not received your bachelor certificate by the day of application, please send in the most recent transcript of records)
- Transcript of university records. The transcript should clearly state the courses you have taken and the grades you have achieved. Please also attach an explanation of the grading system used if it is not clearly stated in the transcript. Please make sure to mark the courses in the areas "business/business administration" and "statistics/econometrics/mathematics" in your transcript.
- High school graduation certificate ("international baccalaureate" or "Abitur") and transcript
- Certificate of English language proficiency (required scores see below)
- Certificates of further foreign languages spoken, if applicable
- Proof of experience abroad, e.g. an internship certificate, copy of registration card, scholarship, transcript, etc.
- A digital copy of your application video in a common format, e.g. MP4 (more information can be found below under the section 'selection criteria')
- Applicants from China, Vietnam, and Mongolia will have to include APS certification

## Selection criteria

### Admission to the Master in International Business Studies program is based on the following criteria:

#### Obligatory:

- Bachelor's degree in International Business, Business Administration, Management, Economics or a related subject, and the respective, individual GPA in this degree
- Knowledge in business/business administration pertinent to the degree program (at least 30 ECTS)
- Knowledge in statistics/econometrics/mathematics pertinent to the degree program (at least 5 ECTS)
- English language proficiency (at least TOEFL 105, IELTS 7.5)
- Relevant experience abroad (at least three months outside of your home country)
- Introductory video: Applicants must upload and hand in an application video introducing themselves and stating why they are suitable candidates for the MIBS program

#### Optional:

- Knowledge of languages other than English, German, and mother tongue
- Knowledge of the German language (at least A1)

## About WISO

### About WISO

Top research and teaching of international renown, a strong practical focus, outstanding networks with the business world and consistent quality assurance are the success factors of the School of Business, Economics and Society (WiSo). The School's continually expanding global network in research and teaching is of great benefit to students and researchers. The global network that has continued to expand throughout the School's history plays a key role in the development of the Nuremberg Metropolitan Region. In this network, the School works closely with businesses, the public sector, and other parts of the University. Top research is a mission with a long tradition for the School of Business, Economics and Society.

Today, the School of Business, Economics and Society is one of the most reputable institutions of its kind with over 6000 students and 35 chairs, a worldwide network of connections and one of the broadest range of subjects in the German-speaking world.

**Founded as a college with a strong practical focus, the School continues to be a university think-tank and a sought-after local partner in the Nuremberg Metropolitan Region.**

### Global networks

Be it Europe, Asia, America or Africa – the School of Business and Economics is connected to the world. With over 120 partner universities in around 40 countries, it is part of a vast international network.

Collaborations with top universities from all over the globe allow our researchers' work to transcend the boundaries of subjects and countries. This network gives the School's students the opportunity to spend a part of their studies at a partner university abroad and to become familiar with other cultures.

## Local connections

As an academic partner in the region, the School has close institutional and individual ties with partners in industry. Collaborations with regional and national companies from all lines of business allow a direct transfer of research results.

These collaborations also improve the conditions for research and studying. For example, support from four insurance companies based in Northern Bavaria – HUK-COBURG Versicherungsgruppe, NÜRNBERGER Versicherungsgruppe, ERGO Direkt and uniVersa-Versicherungen – enabled the Chair of Insurance Marketing to be established. Companies such as GfK and TeamBank have helped to modernize facilities by sponsoring lecture theaters. Business plan seminars, case scenarios, expert lectures, project seminars, excursions, management simulations and financial report studies take center stage in lessons crafted in line with actual business practices.

The School's mentoring program allows outstanding students to gain additional practical experience. Over a period of 12 months, business people from nationally and internationally operating companies take selected students under their wings, providing them with not only a front row view into a myriad of industrial fields, but also access to important contacts in the industry.