

International Business with Specialization in International Management

Hochschule Fresenius, Campus Heidelberg
Bachelor of Arts



Program Summary

Are you curious about how global markets operate and the impact companies have in an internationally connected world? Our International Business (B.A.) program with a specialization in International Management provides you with essential knowledge in business, intercultural communication, and methodological skills. Over the course of six semesters, you will gain hands-on training that prepares you for exciting management positions in international companies - and equips you to pursue a master's degree afterward.



Key Facts

Program start: Winter semester
Duration: 6 semesters
Language: English
Study form: Full time
Tuition fee: 950,00€ monthly + 70,00€ per month (non-EU)
Registration fee: 695,00€
Application time: possible all year round
Graduation: Bachelor of Arts

Contact

Study advice
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Curriculum

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Throughout your studies, you will develop a thorough understanding of business administration, along with quantitative and qualitative methods, equipping you to make and implement informed business decisions. You will study the fundamentals of sustainable and responsible management, applying scientific methods purposefully to advance your knowledge independently. By enhancing your soft skills, you will also improve your ability to collaborate successfully within teams and organizations. Key topics include, among others:

- Fundamentals of Business Administration
- Digital Transformation
- Entrepreneurship & Business Development
- Sustainable Marketing
- English Business Communication
- International Business and Society
- International Trade and Politics

Specializations

In the fifth semester, you will have the opportunity to focus on a compulsory elective major, enhancing your expertise and acquiring advanced management skills. This targeted specialization allows you to further develop your professional profile. You can select from International Management, Marketing Management, Finance & Controlling, or Event Management.

Practical Focus

This program strongly focuses on hands-on learning: you will frequently participate in projects and group work, enhance your presentation and English communication skills, and address contemporary economic and social issues. Through case studies and practical assignments, you will continue to build your analytical and intercultural competencies. For your bachelor's thesis, you will apply your expertise in a real-world business environment, giving you valuable experience with modern management approaches.

Prospects

Career Prospects

With a degree in International Business (B.A.) specializing in International Management, you will be well equipped to respond flexibly to the evolving requirements of global markets. Your combination of practical experience and solid academic knowledge will allow you to launch your career directly in the international business arena. Common fields of employment include:

- Business Development
- Human Resources Management
- Marketing/Sales
- Finance/Controlling
- Management Consulting
- Quality Management

Admission Requirements

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To be admitted to this study program, you need a university entrance qualification, for example a general university entrance qualification or an international school-leaving degree. For more information, please contact our Study Advice Service.

English language skills: You are either a native speaker of English or can provide proof of language skills equivalent to Level B2 (e.g., TOEFL iBT with at least 70 points or IELTS with at least 6.0).

Wirtschaftswissenschaften