



## INTERNATIONAL BUSINESS AND ECONOMICS

### BACHELOR OF ARTS

#### Prospective Student Counseling

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International Business and Economics

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HOCHSCHULE  
SCHMALKALDEN  
UNIVERSITY OF APPLIED SCIENCES

# STUDIES

## INTERNATIONAL BUSINESS AND ECONOMICS

### BACHELOR OF ARTS



# INTERNATIONAL BUSINESS AND ECONOMICS

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### A degree for the future.

The study programme for globalized world. The International Business and Economics programme offers a multi-faceted perspective on business and economics, English-language courses, an international orientation and fellow students with diverse cultural backgrounds.

In addition to a well-founded education in all important business and economic topics, we offer you an open-minded view from Schmalkalden to the whole world. You attend lectures taught in English with people from various cultures and get to know their unique perspectives.

Your lecturers maintain connections with partner universities all over the world, share their experiences with you and support you in choosing the right university for the semester abroad, which is integrated into the degree programme. With the Bachelor of Arts (BA) degree, the world is literally open to you. People with international experience are in demand everywhere and there are many opportunities, both in Germany and abroad, to help shape the global world of tomorrow.



<b>Duration of studies</b>	<b>6 semesters</b>
<b>Lecture language</b>	<b>English</b>
<b>Study start</b>	<b>Winter and summer semester</b>
<b>Application deadline</b>	<b>15 July and 15 February respectively</b>



### What are important study contents?

The contents of the degree programme cover the entire spectrum from the business to the economic perspective. Companies are constantly faced with crucial questions: How do you reach new customers and employees? How do you design work processes? What strategic orientation promises success?

Some of these questions can be answered from a purely business perspective. For many of them, it is essential to also understand and keep an eye on the wider economic context. In an economic boom, sales markets grow, and at the same time personnel can become scarce. Inflation can make it easier to finance operations and at the same time put a strain on budgets.

Since you know both perspectives, you are able to keep your bearings even in difficult situations and develop successful solutions.



You will not only acquire an understanding of economics in the degree programme, but you will also develop key competences for the global world of today and tomorrow: fluent English, cross-border thinking and intercultural competence.

The programme is attractive to students from all over the world, with half of the students coming from abroad. This gives you the opportunity to meet people from diverse cultural backgrounds represented on campus, to discover novelties with them and to work together.

### Typical specialisations, that give your degree programme its profile.

- Finance
- Health and Environmental Economics
- International Economic Relations
- Marketing
- Tourism Management



### What are the most important sections of the degree programme?

The degree programme begins with the compulsory basic courses that are essential for any career in business or economics. From the third semester onwards, you then choose the elective courses from our comprehensive catalogue that make up your personal profile. All courses in the programme are taught in English.



The programme also includes an internship and an integrated semester abroad, for which we will of course support you in planning and implementation. You complete the programme with your Bachelor's thesis. Thanks to the modular structure of the degree programme, you can switch to a related degree programme in Schmalkalden during your studies without losing any time. Students from all business and economics programmes sit together in many lectures.

### Your chances ...

And when you're done and have your Bachelor of Arts in your pocket?



The International Business and Economics programme prepares you for a career in an international environment. With a comprehensive understanding of economics, business-fluent English, cross-border thinking and intercultural competence, you will be in high demand on the global job market. You can go abroad, work for an international company or be a very attractive employee for companies that are active in Germany. The workforce is becoming increasingly heterogeneous: 40 percent of young people in Germany have cultural roots abroad.

No matter whether you want to contribute to the success of a company, start your own business or make the world a little better in international organisations, you will get the tools you need from us. You can also decide to enjoy student life a little more and specialise further with a Master's degree.