



**INTERNATIONAL  
BUSINESS AND ECONOMICS**  
B A C H E L O R   O F   A R T S

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**B** International Business and Economics



# STUDIES

INTERNATIONAL  
BUSINESS AND ECONOMICS  
B A C H E L O R   O F   A R T S



# INTERNATIONAL BUSINESS AND ECONOMICS

## BACHELOR OF ARTS

### The Study Programme for a Globalised World.

The International Business and Economics programme offers a multifaceted perspective on business and economics, with English-language courses, an international orientation, and fellow students from diverse cultural backgrounds.

In addition to a comprehensive education in all key business and economic subjects, we provide you with an open-minded outlook from Schmalkalden to the entire world. You will attend lectures taught in English alongside peers from various cultures, gaining insight into their unique perspectives.

Your lecturers maintain connections with partner universities across the globe, sharing their experiences with you and supporting you in choosing the right university for your integrated semester abroad. With a Bachelor of Arts (BA) degree, the world is truly open to you. Individuals with international experience are highly sought after, and numerous opportunities await, 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 encompass the full spectrum from a business to an economic perspective. Companies are constantly faced with crucial questions: How do you attract new customers and employees? How do you design work processes? What strategic direction promises success?

Some of these questions can be answered from a purely business standpoint. However, for many, it is essential to also understand and consider the broader economic context. During an economic boom, sales markets expand, while simultaneously, labour can become scarce. Inflation may make it easier to finance operations but can also strain budgets.

With knowledge of both perspectives, you will be able to navigate even the most challenging situations and develop successful solutions.



In addition to gaining an understanding of economics, the degree programme will equip you with key competencies for the global world of today and tomorrow: fluent English, cross-border thinking, and intercultural competence.

The programme attracts students from all over the world, with many coming from abroad. This gives you the opportunity to meet people from diverse cultural backgrounds on campus, discover new ideas together, and collaborate effectively.

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

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



### 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.

### 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.

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.

