

INTERNATIONAL BUSINESS ADMINISTRATION

BACHELOR OF ARTS (B.A.)

STUDY PROGRAMME

The business world is in a state of constant change and becoming increasingly competitive. Managers must be able to identify opportunities, develop sustainable strategies and find innovative solutions to complex problems. In order to meet these challenges, a set of managerial skills built on a solid foundation of theory, practice and personal skills is needed.

Graduates of this Bachelor programme are well-equipped to tackle the challenges posed by the global market: during their studies, they acquire theoretical knowledge in the core business areas such as marketing, finance and human resources, gain practical experience and develop their interpersonal and intercultural skills. Our programme provides the ideal business education for young enterprising people who want to enter the stimulating and fast-paced business world.

CAREER PROSPECTS

This Bachelor degree provides you with the ideal tools to face the business challenges of the 21st century. You will understand the full breadth and depth of economic and business activities in a global context and enjoy career opportunities in management in all areas of business activity, and in all kinds of different industries and companies. For instance:

- General Management
- Human Resource Management
- Marketing & Sales
- Accounting
- Consulting

www.srh-hochschule-berlin.de

AT A GLANCE

DEGREE
Bachelor of Arts

CREDIT POINTS
180 ECTS

DURATION
3 years / 6 semesters

START
October & April

STUDY CONCEPT
Full time, internship included, semester abroad possible

LANGUAGE
English

TUITION FEES
€ 725 per month EU/EEA students*
€ 780 per month Non-EU/EEA students*
€ 250 enrolment fee (once)

*Valid for the October 2018 and April 2019 intake. Please check our Website for the fees for our October 2019 intake.

CAMPUS
Berlin

CUSTOMIZE YOUR STUDIES
We promote interdisciplinary thinking and studying through the extracurricular offers of our sister SRH universities in Berlin.

CURRICULUM

1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester
Introduction to Management	Economic Policy	Organisational Behaviour & Human Resource Management	Financial Accounting II	Management Accounting	Service & Quality Management
Introduction to Economics	Marketing	Financial Accounting I	Law II	Business Game	Internship
Academic Writing	Information Systems	Law I	Corporate Finance	Business Plan	Bachelor Thesis
Fundamentals of Mathematics	Statistics I	Dynamics in Business & Society	Social Competence II	Innovation Management	Qualitative & Quantitative Business Research
Personal Development	Social Competence I	Statistics II	Study Project	International Economics & Business	
Languages I	Languages II	Languages III	Company Project	Leading & Managing Organisations	

INTERNATIONAL
BUSINESS ADMINISTRATION (B.A.)

BUSINESS KNOWLEDGE INTERCULTURAL SKILLS & METHODS PROFILE & PRACTICE

STUDY ADVISOR



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ADMISSION & APPLICATION

The main admission requirements are: a qualification for entry to higher education according to German Law and proof of sufficient English proficiency. We accept TOEFL, IELTS, TOEIC, Cambridge Certificate (CAE, CPE) or equivalent.

You can apply online under campus.srh-hochschule-berlin.de. We will then invite you to an interview.

STUDY FEES & FINANCING

The tuition fees are € 725* per month for EU /EEA students and € 780* per month for Non-EU/EEA students. Most German citizens may apply for the German study loan BAföG. Information on other financing options may be provided.

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ABOUT US

Our university is located in central Berlin at Ernst-Reuter-Platz and offers Bachelor, Master and MBA programmes in English and German. Approximately 1000 students from 85 nations study at SRH Hochschule Berlin, the most international management university in the German capital. In addition to an international atmosphere, our students enjoy the opportunity to get in touch with industry partners and create a professional network through internships and company projects. We offer a wide range of services to support you in finding an internship, organising a semester abroad and taking care of important tasks during your studies.