

BACHELOR OF ARTS (B. A.)

INTERNATIONAL BUSINESS



business



english

FACULTY INTERNATIONAL BUSINESS

“In today’s interconnected world, the keys to corporate success are international business acumen and deep intercultural understanding.”

Prof. Dr. Michael Ruf, Dean of the Faculty of International Business

CAREER PERSPECTIVES

The global world of business offers excellent career opportunities for managers with practical skills in business administration, intercultural knowledge, and proficiency in multiple foreign languages. As companies expand their activities across international markets, our graduates are perfectly positioned for the international labour market.

This is an attractive opportunity for international students, as German multinational enterprises seek qualified young professionals who are well-equipped for the international labour market. The International Business programme provides an excellent pathway to study and build a career in Germany.

COURSE CONTENT

The IB-E programme offers a solid theoretical foundation enriched with experiential learning. Participants will develop:

- › Practical intercultural management skills
- › An understanding of globalization’s effects on business and economics

- › For international students: Comprehensive German language training and essential intercultural skills for career success in Germany

- › For German-speaking students: Specialized intercultural skills for a chosen region (Eastern Europe, Francophone World, Hispanic Countries, or the Middle East and North Africa), excellent English proficiency, and a second foreign language

COURSE FOCUS

Business Studies:

- › International Management
- › Marketing
- › Human Resource Management
- › Finance

Cultural and Economic Area Studies:

- › For international students: Germany
- › For German-speaking students: Eastern Europe, Francophone World, Hispanic Countries, or Middle East and North Africa

Foreign Language Studies:

- › For international students: German
- › For German-speaking students: English as well as Arabic, French, Russian or Spanish

COURSE OF STUDY (FULL TIME)



ADMISSION REQUIREMENTS

- › Proficiency in English (at least level B2)
 - › German university entrance qualification (allg. Hochschulreife or Fachhochschulreife)
- or
- › Internationally recognized higher education entrance qualification

SELECTION PROCEDURE

The following criteria will be taken into account:

- › Grade of the university or higher education entrance qualification
- › English proficiency level
- › Prior international experiences as well as an interest in international business and intercultural studies

APPLICANTS WITHOUT A GERMAN UNIVERSITY ENTRANCE QUALIFICATION

- › Applicants without a German university entrance qualification need their certificate recognised by the Center for International Students of the Universities of Applied Sciences in Baden-Württemberg (HTWG) in Konstanz first (application deadline: June 1st).

START OF PROGRAMME

Winter semester

Deadline for applications:

- › 15 July

APPLICATION

You will find all the information you need for your application at **hs-heilbronn.de/bachelor-application**

ADVICE

Academic advice

E-mail: ibe@hs-heilbronn.de
hs-heilbronn.de/en/international-business

Central study programme administration

The team of the Central Student Advisory Service is at your disposal for orientation and initial counseling.

Tel.: +49 7131 504-6693
 E-mail: zentralestudienberatung@hs-heilbronn.de

CONTACT

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