



## BACHELOR INTERNATIONAL BUSINESS (B.A.)

### THE UNIVERSITY

The team of professors and teaching staff are committed to fostering students' individual strengths, as well as imparting specialist and soft skills. For companies and social service providers, the university is able to act as an expert partner on joint projects.

The University is a member of numerous national and international associations and networks. A great deal of interdisciplinary exchange on social and academic themes takes place here, in the form of symposia, lectures and panel discussions. Selected partnerships with universities around the world and with companies operating internationally make it possible for students to study abroad as part of their course or to gain experience in an international work placement.

### APPLICATION

**Programme start:** 1st October

**Application period:** 22nd April to 15th July

**Application documents:**

- Online application printed out with signature
- Copy of your university entrance qualification
- CV

### CONTACT

#### COURSE MANAGEMENT

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#### DEAN

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BACHELOR'S DEGREE

FACULTY OF BUSINESS  
ADMINISTRATION

## STUDY GOAL

The degree in International Business prepares students for management activities in companies and organisations that operate on an international level. The programme also allows students to gain knowledge with regard to management, technology and leadership and to develop their personality and communication skills. Students generally learn several languages during their studies. In order to develop these skills students are required to attend an international partner university of their choice.



## ACADEMIC DEGREE

Bachelor of Arts (B.A.) in International Business with the opportunity of a dual degree in cooperation with certain partners.

## COLLABORATION / UNIVERSITY PARTNERS

The faculty cooperates with:

- Anglia Ruskin University, Cambridge, United Kingdom
- University of Strasbourg, Strasbourg, France
- University of South Carolina Upstate, Spartanburg, USA
- Novia University of Applied Science, Turku, Finland
- Griffith College, Dublin, Ireland

## COURSE AND CORE SUBJECTS

The programme has an international focus which is why lectures and exams take place primarily in English. The programme consists of five theoretical semesters and one practical semester abroad. The last two theoretical semesters are to be completed at a partner institution of Landshut University.

MODULE OVERVIEW	
1st & 2nd semester Landshut University	<ul style="list-style-type: none"><li>▪ Introduction to Business Administration</li><li>▪ Accounting</li><li>▪ Information Technology</li><li>▪ Business Mathematics and Statistics</li><li>▪ Two foreign languages</li></ul>
3rd & 4th semester Landshut University	<p>The lectures are taught in English.</p> <ul style="list-style-type: none"><li>▪ Principles of Marketing and Sales</li><li>▪ Principles of Human Resource Management</li><li>▪ Principles of Operations and Logistics Management</li><li>▪ Principles of Finance and Investment</li><li>▪ Principles of International Management</li><li>▪ Principles of Organisation</li><li>▪ European Law</li><li>▪ Business Administration Seminar</li><li>▪ Compulsory Elective Modules</li></ul>
5th & 6th semester Partner University	<p>Students complete the last two theoretical semesters at one of the partner universities. They have the option to specialise in a subject by selecting specific courses.</p> <p>Compulsory core subjects include:</p> <ul style="list-style-type: none"><li>▪ Financial Management</li><li>▪ Strategic Management</li><li>▪ International Management</li></ul>
7th semester	<p>The intern works abroad in a non-German speaking country.</p>

## ADMISSION REQUIREMENTS

- Good basic knowledge of Mathematics and English
- Knowledge of another foreign language (such as French, Spanish or Turkish) are desirable but not required
- Experience in presenting
- Sufficient maturity in studying (being able to work independently, self-determination, good time management)
- Strong interest in chosen professional subject
- Formal entry requirement for all applicants: university entrance qualification