

Entry Requirements / Applying ...

You can embark on a bachelor's degree programme in International Business and Economics with either a general higher education entrance qualification, a subject-specific higher education entrance qualification or with a university of applied sciences entrance qualification. In addition to that, non-native speakers of English will be required to provide proof of their command of the En-

**Any questions?
Just contact us!
We are happy to help you.**

Schmalkalden University of Applied Sciences
Prospective Student Counseling
Blechhammer
98574 Schmalkalden

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Fax 0 36 83 / 6 88 - 98 10 24
studium@hs-schmalkalden.de
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glish language (an internet-based TOEFL (iBT) score of at least 86 points or an IELTS score of at least 6.5 points).

You can provide the required proof of language proficiency at any time before you start your studies. If you have any questions regarding other entry requirements, please contact the Central Student Counseling Office. The bachelor's degree programme "International Business and Economics" starts every year in the winter semester.

As a rule, you can apply until 15th July.

Faculty of Business and Economics
Schmalkalden University of Applied Sciences
Fakultät Wirtschaftswissenschaften
Prof. Dr. Wiebke Störmann
Blechhammer
98574 Schmalkalden

Tel. 0 36 83 / 6 88 - 30 01 (secretary's office)
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Information provided in this brochure is provisional. Please consult the currently applicable study and examination regulations.



INTERNATIONAL BUSINESS AND ECONOMICS

B A C H E L O R O F A R T S





International Business and Economics

Why study “International Business and Economics”? ...

In the context of globalisation, it is not merely qualifications in economics that are highly sought after but also the ability to be able to perform in the field of international management in English. Our degree course in International Business and Economics takes precisely this into account. Throughout your five semesters in Schmalkalden you will continuously study in English and will also have the opportunity to attend further lectures in German. One special feature of this system-accredited degree course is the integrated semester abroad at one of our 70 partner universities. By studying in a foreign country, students familiarise themselves not only with other cultures but also with management behaviour, both of which are extremely significant for their professional careers and which augment job satisfaction. During their studies, students will often work in small groups on case studies which are of practical relevance to them and their future careers.

Graduates of our competitive degree programme have excellent career chances, in particular in export-oriented and international businesses. Alternatively, it is also possible for graduates to continue their studies by enrolling on our Master's degree programme in International Business and Economics which is offered exclusively in English and which, once again, includes a semester abroad. In recent years, more than 80% of the students of the Master's degree programme were foreign students which results in our campus exuding a markedly international flair.

Structure and Content of the Degree Programme ...

The Bachelor's degree programme “International Business and Economics” comprises six semesters and consists of five elements:

- 12 compulsory modules (60 ECTS credit points)
- 22 elective modules for personal areas of specialisation (110 ECTS credit points)
- Student course assignment (in preparation for the bachelor thesis)
- semester abroad
- eight-week bachelor thesis (10 ECTS credit points)

The bedrock of your business and economics studies in Schmalkalden are the **12 compulsory modules in English** and it is these modules that lay the vital foundations. As you proceed with your studies, you will be examined in the specialist fields in order for you to be able to ascertain to what extent you are attaining the learning objectives. In this way, you are immediately able to assess your own progress.

Compulsory modules

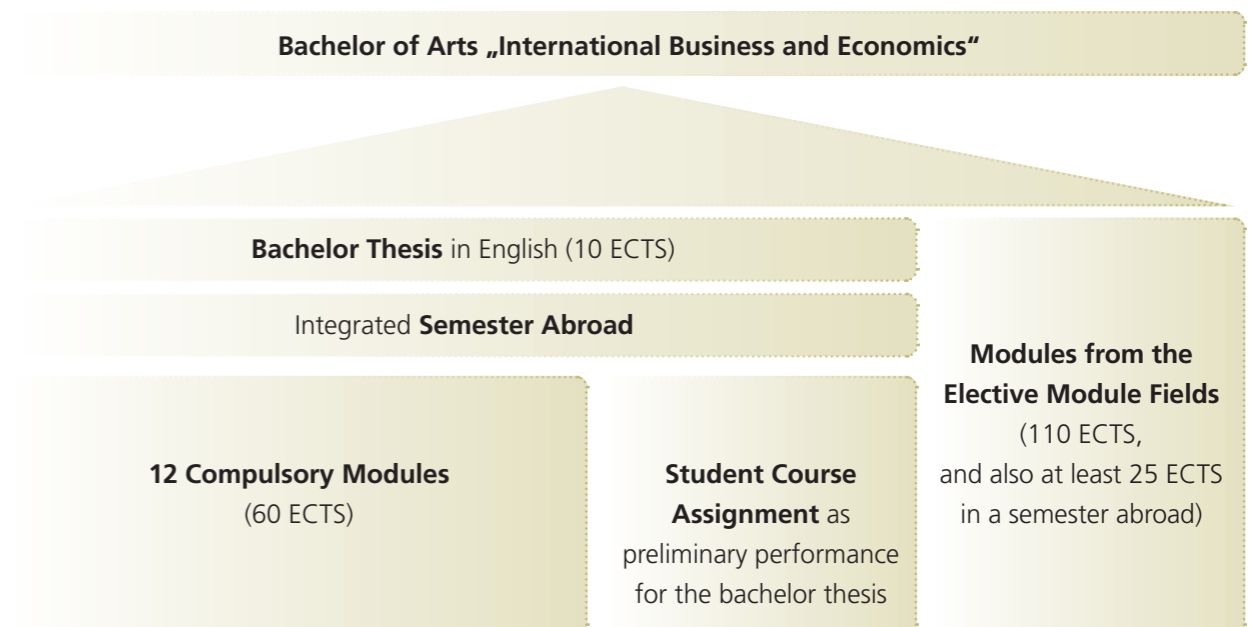
- Intercultural Management
- Digital Business
- Marketing
- Principles of Economics
- Microeconomics
- Macroeconomics
- Finance and Investment
- Financial Accounting
- Cost Accounting
- Mathematics
- Statistics
- Soft Skills

Elective Modules

- Procurement and Production
- Entrepreneurship and Innovation Management
- Corporate and Behavioural Finance
- Finance
- Health and Environmental Economics
- International Economic Relations
- Management Accounting and Management Control
- Marketing
- Personnel Management and Organisation
- Law and Economics, Behavioural Finance and Strategic Economics
- Tax and Balance Sheets
- Tourist Industry
- Transport Policy and Regional Policy

You personally decide upon what your areas of specialisation are going to be by choosing your elective modules (110 ECTS credit points). These can be done in Schmalkalden or at a university abroad. At least 135 of the ECTS credit points acquired by attending lectures must be in English and at least 25 of the ECTS credit points must be obtained during the semester spent at one of our partner universities abroad.

You will learn the basics of academic research and writing by completing an eight-week Bachelor's thesis in English. After 6 semesters you graduate with the career-oriented title “Bachelor of Arts (B.A.)”.



At least 135 ECTS credit points of the 170 ECTS credit points which are acquired by attending lectures must be completed in English.

