COURSE OF STUDY
BETRIEBSWIRTSCHAFT / INTERNATIONAL BUSINESS, B.A.

THE CORE PRINCIPLE

HOCHSCHULE HEIDELBERG
Intelligence in Learning

STATE APPROVED UNIVERSITY
Innovative and focused on the future: International Business for international Students

Our Bachelors program in “International Business” will enable you to understand the connections between business thinking and philosophies in an international context. Study our International Business program and experience international exchange in various ways including cultural diversity and a program with an international focus.
Studying International Business — a successful start to your future!

Our International Business program is specifically designed for:

- All international degree-seeking students who want to complete a 3-year Business program in English
- All German degree-seeking students who want to complete a 3-year Business program in English

Not only degree seeking students will have the chance to study and participate in our international program.

- Exchange students from all over the world from our partner universities will be able to participate and earn credits to enrich the diversity of the program.

SRH University Heidelberg – Your Alma Mater

As one of the oldest and largest private universities nationwide, we set standards in the field of education. We impart knowledge that really lets you move ahead — practically, innovatively and creatively. A highly important part of this process is the close cooperation between students and tutors.

Our concept for success: we offer new, practical courses of study, individual support and a fast track to the labor market. For our students, this means the best chance of an optimal start in professional life — with a tight network of connections to top enterprises and educational institutions worldwide.

Practice-oriented studies

Besides providing the necessary specialized knowledge, we focus specifically on preparing you for your career entry right from the very start: in many classes, practical sessions and interdisciplinary projects, you solve practical problems independently as well as in teams. Cooperation with business enterprises or integration in research projects and colloquia enable you to make use of the knowledge skills you have acquired.
STUDYING COMPETENCE – THE CORE PRINCIPLE

The CORE Principle – Competence Oriented Research & Education – places the acquisition of occupational competence at the center of your studies. This approach goes far beyond the delivery of theoretical knowledge. After your graduation, you will start your career with a great sense of self-confidence. Our students possess everything for a successful career: knowledge, competence, expertise and key skills. Our students are self-assured about their abilities.

Key Success Factors of the CORE Principle:

- **Activating Teaching and Learning Methods**
  To ensure that acquired knowledge will be retained, you are instructed with a practical work (case studies, team projects, role plays and presentations).

- **Competence-Based Methods of Examination**
  From the abundance of methods of examination available (oral examination, presentation, projects), we choose the method that fits best to the relevant competencies. Scheduling with a great number of exams will not exist anymore, due to the new program.

- **Subject-Oriented 5-Week Blocks**
  Instead of having to deal with numerous subjects at the same time, you can focus entirely on a maximum of two subjects within one 5-week block.

- **Close Professional and Individual Supervision**
  We will guide you throughout your studies, professionally, individually and in terms of organizational matters. From the beginning of your studies, a qualified mentor will accompany you. Moreover, you will receive individual coaching and professional guidance from our career service.
The cultivation of occupational competencies, which are demanded by the labor market, enables you to act independently and successfully.

- **Professional Competence**
  Learn how to reproduce and link acquired knowledge, correlate practical experience with professional terminology and understand important theories!

- **Methodological Competence**
  Learn how to use efficient strategies and work techniques appropriately!

- **Self-Competence**
  Continuously improve your professional performance through self-reflection!

- **Social Competence**
  Learn how to work with goal- and results-oriented projects in a team!
**5-week blocks focusing on one central theme**

Our academic year is divided into eight 5-week blocks. In each block, two parallel classes at the most may be taken. For the entire duration of studies, these blocks build on each other with the regard to content. Studies begin with an introductory module at the start of the degree.

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<tr>
<th>Block</th>
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<th>2</th>
<th>3</th>
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<tbody>
<tr>
<td>1. Academic</td>
<td><strong>Lecture</strong></td>
<td>Business Admin. I</td>
<td>Business Admin. II</td>
<td>HR</td>
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<td>Skills &amp; Tools</td>
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<td>ECTS</td>
<td>8</td>
<td>6 + 2</td>
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<tr>
<td>2. Academic</td>
<td><strong>Lecture</strong></td>
<td>Macroeconomics</td>
<td>Sales</td>
<td>Cost and Performance Accounting</td>
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<td>Corporate Finance</td>
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<td>3. Academic</td>
<td><strong>Study Abroad</strong></td>
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<td>Internship</td>
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<td>ECTS</td>
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*Interim Block 1*
Targeted learning is on offer from day one with a university-wide preparatory phase to acquire basic study skills.

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<th>7</th>
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<tbody>
<tr>
<td>Operations Management</td>
<td>International Law</td>
<td>Introduction to Accounting</td>
<td>Business Simulation</td>
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<tr>
<td>6 + 2</td>
<td>6 + 2</td>
<td>6 + 2</td>
<td>4</td>
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<tr>
<td>International Taxation</td>
<td>Management Inform. Systems</td>
<td>International Accounting</td>
<td>Entrepreneurship / Study Abroad</td>
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<td>Statistics</td>
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<td>8</td>
<td>6 + 2</td>
<td>6 + 2</td>
<td>4</td>
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<tr>
<td>Internship</td>
<td>Internship</td>
<td>Thesis</td>
<td>Thesis</td>
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<tr>
<td>8</td>
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Flexible time for internship and thesis

Easter Holidays

Summer Holidays

Interim Block 2

60 ECTS

180 ECTS
EXCELLENT INTERNATIONAL EXPERIENCE

**Go Abroad!**
Gain valuable international experience, improve your language skills and obtain intercultural competence with an Integrated Study Abroad mobility window in your 3rd year (4-6 months) at one of our partner universities. Following on from your semester you might want to stay “in country” for your internship period (4 months).

**Diverse Career Prospects!**
The range of possible vocational fields is multifaceted. You will be qualified to work in the areas of human resources, marketing, communication or sales, in industrial as well as service companies. Alternative options include careers in market research institutions, advertising agencies, management consultancies, tax, accounting and auditing consultancies, banks or insurance companies. International career opportunities will be possible as you will be empowered with a global perspective and an understanding of worldwide business. You will also be well prepared to successfully venture into self-employment.
INTERNATIONAL BUSINESS

AT A GLANCE

Duration of study
◆ 36 months

Start
◆ Annually, starting 1 October

Admission requirements
◆ General university entrance qualification or
◆ University of applied sciences entrance qualification or
◆ Extended university entrance qualification effective in Baden-Württemberg
◆ For Foreign applicants: university entrance qualification or equivalent
◆ Documented English skills (TOEFL or similar)

Features
◆ Full-time study, Course language: English

Final qualification
◆ Bachelor of Arts (B.A.) - Betriebswirtschaft/International Business (180 ECTS)

Final qualification
◆ 670 Euro per month; Additional one-time enrollment fee of 650 Euro
The International Business Bachelors program starts 1 October. You can apply directly online at http://service.hochschule-heidelberg.de

For application the following documents are required
- Curriculum vitae
- Proof of English skills

In the selection procedure, your academic performance, professional experience and personal phone or video interviews are taken into account.

Still have Questions?
Check our website, alternatively we would be glad to advise you by phone or in person (by appointment).
You can reach us by phone +49 6221 88 1017
or e-mail: business@hochschule-heidelberg.de

Why not visit us?

Tuition fees – Invest in your future!
We are a private, officially recognized university. The tuition fees enable us to offer you excellent teaching and an optimal study environment. The current tuition fees can be found on our website www.hochschule-heidelberg.de.
Unique personal learning atmosphere
We encourage your personal development through mentoring, direct regular contact with professors and by teaching in small groups. Unique learning: Build up your competencies by focusing entirely on a maximum of two subjects within one 5-week block with direct interaction with your fellow international students.

Unique person
- Study in an intercultural environment together with international students
- Live on campus in an international community
- Information, central contact point & counselling
- Reception and welcome on arrival to the city
- Help with visa and resident permit issues
- Cultural program & events
- German language & integration courses
Intercultural competencies
Develop your understanding and promote business behavior that respects cultural differences, international business relations and markets – in theory and in practice.

Intercultural competencies
After completion of your bachelor’s degree you can start your career or apply for direct entry into one of our German Master’s programs (C1 German required) to enhance your knowledge:
- International Mid Market Management (Master of Arts)
- Sport Management (Master of Arts)
Networks & practice
We cooperate with a wide range of companies and our teaching is practice-oriented. Company visits will deepen your understanding and realization of theory in a practical setting. However, during your studies you will also learn to work scientifically and to incorporate and realize your ideas in projects.

Quality in Teaching confirmed
In the interest of consumer protection, Germany also ensures that private education providers guarantee a high scientific standard. This is certified through institutional accreditation of private universities by the German Scientific Council. The Scientific Council institutionally reaccredited the SRH University Heidelberg in 2009. In addition, the SRH University Heidelberg re-accredits all bachelor and master degree programs within the school.