

Hochschule für  
Technik und Wirtschaft  
des Saarlandes  
University of  
Applied Sciences

Fakultät für  
Wirtschaftswissenschaften  
Business School

#### Master Programme

- International Management (English)
- Marketing Science (German)
- Accounting and Finance (German)
- Supply Chain Management (German)

#### Contact

Business School –  
Main Office  
Campus Rotenbühl  
Waldhausweg 14  
66123 Saarbrücken

t +49 (0) 681 58 67-99333  
f +49 (0) 681 58 67-504  
[wiwi-sek@htwsaar.de](mailto:wiwi-sek@htwsaar.de)

#### Application help desk

Goebenstrasse 40  
66117 Saarbrücken

t +49 (0) 681 5867-115  
f +49 (0) 681 5867-151  
[apply@htwsaar.de](mailto:apply@htwsaar.de)

[www.htwsaar.de/ib\\_en](http://www.htwsaar.de/ib_en)  
[facebook.de/htwsaar](https://facebook.de/htwsaar)

## Curriculum

### Core Business Courses

1<sup>st</sup> – 3<sup>rd</sup> Semester

Fundamentals of Business:  
— Introduction to Business  
— Accounting Techniques

Contracts and Business Law

Cost Accounting

Applied Business  
Mathematics

Operations Management

Financial Analysis

Data Literacy

Business Statistics

Marketing and Market  
Insights

Academic Presentation &  
Communication

Academic Reading & Writing

Microeconomics

Macroeconomics

Investment and Finance

International HRM and  
Organisation

Enterprise Resource Planning

Business Process  
Management

### Specialisation and Electives

4<sup>th</sup> -6<sup>th</sup> Semester

International Contract and  
Competition Law

Intercultural Competence

International Economics

Specialisation

International Marketing  
— Int. Marketing Instruments  
— Int. Marketing Insights  
— Seminar Int. Marketing

or

International Accounting and  
Reporting  
— International Financial  
Reporting  
— International Taxation  
— Seminar Contemporary  
Issues in Financial  
Reporting

or

International Logistics  
— Logistics Project  
— Sustainable Logistics  
Management  
— Seminar International  
Logistics

Electives

— HR Leadership and Team  
Management  
— Entrepreneurship and Busi-  
ness Valuation  
— Competition and Corporate  
Strategy

Study abroad semester  
Bachelor-Thesis / Colloquium

## Overview

Degree Bachelor of Arts

Programme duration 6 semesters

Study abroad 1 semester or  
double-degree

Teaching language English

Beginning Winter semester

Application deadline July 15<sup>th</sup>

Tuition fees None

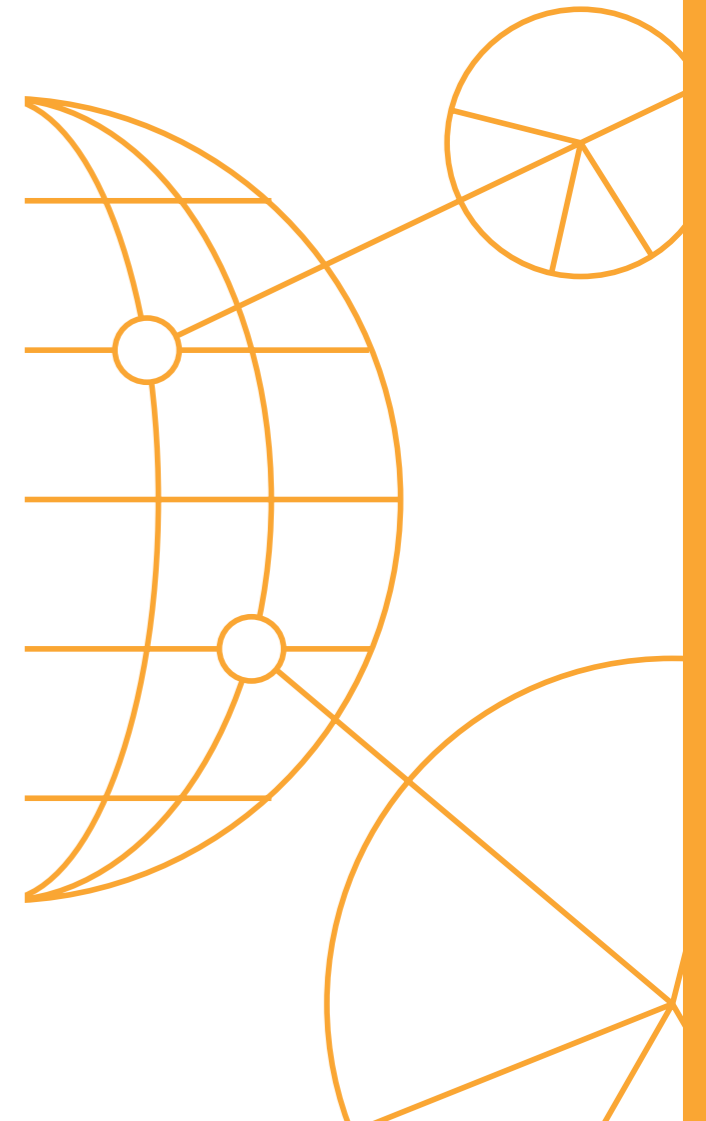
Currently under accreditation by FIBAA

## Academic admission requirements

- 1 University entrance qualification (Hochschulzugangsbe-  
rechtigung, HZB) for German universities or German univer-  
sities of applied sciences
- 2 Language requirements: English Level B2, German Level B1

wirtschafts  
wissenschaften  
htw saar

International  
Business  
Bachelor



# Why Study International Business?

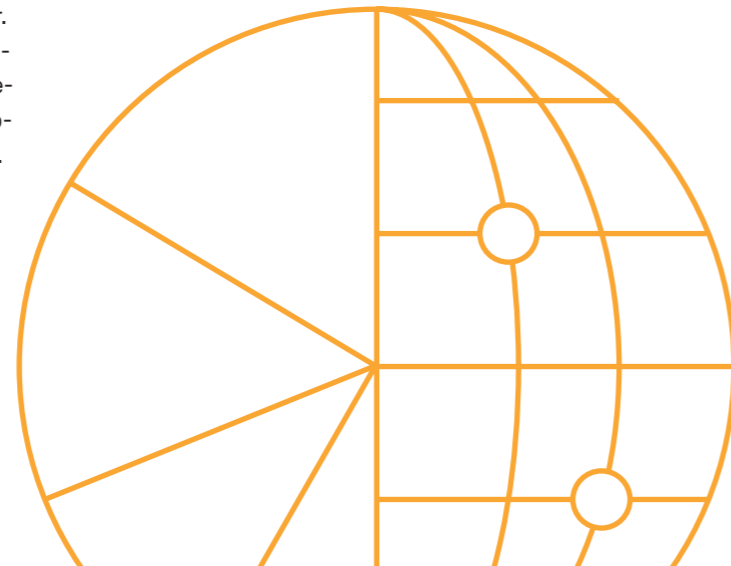
Studying International Business allows you to develop a broad base of business knowledge. Key areas in our programme are business courses in accounting, finance and economics, combined with management courses for example, in human resources, operations management and marketing. With this comprehensive foundation, a wide variety of career paths are open to you. To develop the skills and knowledge needed to work successfully in a dynamic and multicultural business environment, it is important to tailor your studies around your specific area of your interest by selecting a specialisation area. In addition, more and more companies are on the lookout for candidates with real international experience and a high level of multicultural skills. So don't miss this great opportunity to work and study abroad and make your CV really stand out!

We urge international students to apply for the International Business programme at the htw saar. A range of support options are available to you from individual advice during your application process, to useful information about how to find affordable accommodation, and a student tutor programme, among others.

## Location

The city of Saarbrücken is the state capital of Saarland, the smallest federal state of Germany and is just a stone's throw away from France and Luxembourg. With a population of approximately 180,000, Saarbrücken is the perfect city for students with affordable housing and a low cost of living. And when it's time for a break, there's always plenty going on - both on and off campus. It's safe to walk or ride your bike everywhere and the next gym or supermarket is never far away. As a modern and dynamic city with an international flair, Saarbrücken offers a variety of pubs, clubs and a diverse cultural scene.

The Business School offers the following Master programmes for International Business bachelor graduates who wish to continue their academic career: International Management (Teaching language: English), as well as Marketing Science, Accounting and Finance or Supply Chain Management, which are all three taught in German.



## Why International Business at the htw saar

The International Business Programme at the htw saar is designed for those interested in an international career in Germany or elsewhere in the world. Join us and benefit from our new business curriculum that combines high academic standards with a strong focus on practical experience. We offer specialisations in growing business areas and electives with a focus on sustainability and digitalisation. The integrated study abroad semester at one of our partner universities in Europe, the United States, Japan, China, Mexico, or New Zealand offers a truly international experience. Non-German native speakers have the opportunity to spend their study abroad semester in the German Business Programme at the htw saar.

There are even more reasons for studying International Business at the htw saar:

We offer

- study programme in small groups,
- excellent supervision,
- close contact with academic staff,
- modern, well-equipped IT laboratories and seminar rooms,
- orientation days for international students,

- German courses free of charge,
- student tutors, and
- social activities for international students

## Specialisation

The International Business Programme offers you three fields of specialisation:

- **International Marketing:** Learn how to analyse data to get to know your customers better no matter where in the world they are located.
- **International Logistics:** Gain high-level skills in managing logistical issues and developing innovative and sustainable logistics solutions.
- **International Accounting & Reporting:** Understand what makes a company successful and identify the potential risks and drivers of future success.

The integration of real-life business projects with local and international companies in the study programme, as well as the selection of one of the three areas of specialisation listed above, will significantly improve your job opportunities in the field of international business after graduation.