



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Bachelor's degree



International Business Management (BA)

Hochschule Fresenius - University of Applied Sciences • Köln

Overview

Degree	Bachelor of Arts
Teaching language	<ul style="list-style-type: none">English
Languages	Courses are held in English.
Full-time / part-time	<ul style="list-style-type: none">full-time
Programme duration	6 semesters
Beginning	Winter and summer semester
Application deadline	Application time: possible all year round
Tuition fees per semester in EUR	5,700 EUR
Additional information on tuition fees	Please note: Tuition fees for non-EU nationals may vary. Please consult our international team for further information by using this form . Registration fee 595 EUR
Joint degree / double degree programme	No
Description/content	<p>The degree programme is offered at our campuses in Cologne, Berlin, and Munich. It covers the following topics:</p> <ul style="list-style-type: none">International BusinessInternational Cost AccountingEconomicsFinanceIntercultural ManagementHuman Resource ManagementDigital TransformationMarketing and Market ResearchMathematics and StatisticsInternational LawForeign Languages and Soft Skills

Course Details

Course organisation

First semester

- International Business, Bookkeeping, and Cost Accounting
- Mathematics and Statistics I
- English Theory and Practice OR German Theory and Practice
- Academic Writing, Self Management and Time Management
- Project Management and Computer-Based Management

Second semester

- Financing and Investment Appraisal
- Microeconomics
- Mathematics and Statistics II
- Marketing, Social Media Marketing, and E-Commerce
- Chinese: Mandarin for Beginners OR Business Consulting and HR Consulting

Third semester

- Financial Accounting
- Macroeconomics
- Contract Law and International Law
- Digital Transformation
- Consumer Behaviour, Market Research, and Data Analysis

Fourth and fifth semester (integrated semesters abroad with a combination of two of the following majors)

Major 1:

- International Management OR
- International Market, Consumer and Media Psychology
- Additionally: Business Negotiation Competence, Rhetorical Skills

Major 2:

- International Marketing Management OR
- International Human Resource Management OR
- International Finance & Accounting
- International Organisational Psychology and Consulting (only fifth semester)
- Additionally: Intercultural Competence, Current Affairs in Global Business

Sixth semester

- International Business Ethics and Sustainability
- Management Game / Entrepreneurial Knowledge and Business Plan
- Networking, Political Skills, and Personal Branding
- Internship
- Bachelor's thesis

International elements

- Integrated/optional study abroad unit(s)

Integrated/optional study abroad unit(s)

A special highlight: in your studies, you decide on two specialisations, which you complete during an integrated semester abroad in New York, Shanghai, Kuala Lumpur, Sydney, or London.

Integrated internships

A mandatory internship needs to be completed as a block placement. The minimum duration of the internship is four weeks, or 20 full-time work days. An extension of the duration is possible.

Course-specific, integrated German language courses	No
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Course-specific, integrated English language courses	No
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Costs / Funding

Tuition fees per semester in EUR	5,700 EUR
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Additional information on tuition fees	Please note: Tuition fees for non-EU nationals may vary. Please consult our international team for further information by using this form . Registration fee 595 EUR
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Semester contribution	Included in the tuition fees
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Funding opportunities within the university	No
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Requirements / Registration

Academic admission requirements	University entrance qualification
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Language requirements	Applicants must provide proof of their German and English skills. German: telc B1 or Goethe Certificate B1 or equivalent (according to the Common European Framework of Reference for Languages) English: internal test (corresponding to level B2 according to the Common European Framework of Reference for Languages)
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Application deadline	Application time: possible all year round
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Submit application to	Submit your application here .
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Services

Accommodation	Accommodation is available on the private market. Rent for a single room in a shared flat is approx. 350-400 EUR.
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Fresenius University of Applied Sciences offers support to students seeking accommodation. There is a platform on the website that announces private accommodation vacancies. The Central Administration Office also distributes current lists of available flats and contacts new providers of accommodation.

Career advisory service

Request further information [here](#).

Support for international students and doctoral candidates

- Welcome event
- Buddy programme



Your dream education at Hochschule Fresenius

We are Hochschule Fresenius University of Applied Sciences. Since 1848, we have been training the next generation of specialists and managers. Our Bachelor's or Master's degree programmes, professional training, advanced education, or the completion of various certificate programmes will help you achieve your professional career dreams.

» more:

<https://www.youtube.com/watch?v=A4FYAeRqNkk>

Hochschule Fresenius - University of Applied Sciences

Fresenius University of Applied Sciences is one of the oldest private universities in Germany. It is state-recognised and has an academic and educational tradition stretching back about 170 years. The International Business School is a school of Fresenius University of Applied Sciences. Its English-taught programmes attract international students and offer globally-oriented students an international dimension in higher education. The resulting study groups provide exciting possibilities for students to build bridges across cultures at the start of their academic careers.

Further information for our international students can be found [here](#).



University location

Cologne: Cologne is a bustling metropolis of over a million people, with a diverse range of impressive sights. As one of Germany's major university cities, it is not only a centre for academia and student life, but also has a vibrant business and arts community. The open, uncomplicated character of the "Kölner" make it one of Germany's friendliest cities. With its rich multicultural blend and its geographic location at the heart of Europe – the Netherlands, Belgium, and Luxembourg are literally just round the corner, while Amsterdam, Brussels, and Paris can be easily reached by train – it is a particularly appealing place to study. Its significance as a business location makes Cologne the ideal place to start a degree in Germany. The city is a leading media centre, with many traditional newspaper and magazine companies. It is also the home of a vibrant radio, music, film, and television scene. It also has a retail and trade fair tradition that goes back centuries. With its vast number of retail and industrial companies, in addition to its IT firms and start-ups, Cologne is an attractive destination for global citizens in every industry.

Berlin: The thriving German capital is not only the centre of political influence. It is also a hub and hot spot for culture and media, and it is one of the top international IT cities. Berlin is renowned for its exceptional variety of attractions, its flourishing cultural scene, and its energetic yet relaxed pace. With a population of around 3.5 million, it is Germany's largest city. Berliners are known for their liberal, cosmopolitan, and unconventional attitudes. There is no other city that bridges past and future quite like Berlin. A vast number of sights recount the city's history, while it is also home to all the major government agencies and buildings, including the historic Reichstag, which houses the "Bundestag", Germany's parliament. This contrast between historic monuments and contemporary architecture, between traditional and modern, is just one of the many aspects that make this city so unique. Berlin is also a magnet for artistic, creative, and unconventional individuals. In Berlin there is also room to slow down and enjoy the finer things of life. It is the greenest European capital, with spacious parks, forests, and lakes. The rhythm of the city combines pulsating urban energy with grace. In the summer, Berliners live outdoors – in the beach bars, cafés, and open-air cinemas and theatres, where they can make the most of the sun and the longer evenings.

We offer this Bachelor's programme in Berlin, Düsseldorf, Hamburg, Cologne and Munich.

Contact

Hochschule Fresenius - University of Applied Sciences

Study Advice

50670 Köln

Tel. +49 22165033988

✉ study@hs-fresenius.de

🌐 Course website: <https://www.hs-fresenius.com/study-programs/international-business-management-bachelor/?crmid=bBcTjNcDaBaBbe>

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International Programmes in Germany - Database

www.daad.de/international-programmes
www.daad.de/sommerkurse

Editor

DAAD - Deutscher Akademischer Austauschdienst e.V.
German Academic Exchange Service
Section K23 – Information on Studying in Germany
Kennedyallee 50
D-53175 Bonn
www.daad.de

GATE-Germany

Consortium for International Higher Education Marketing
www.gate-germany.de

Disclaimer

The data used for this database was collected and analysed in good faith and with due diligence. The DAAD and the Content5 AG accept no liability for the correctness of the data contained in the "International Programmes in Germany" and "Language and Short Courses in Germany".

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