



Deutscher Akademischer Austauschdienst  
German Academic Exchange Service



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# Bachelor's degree



## Global Economics and Business Management

Technische Hochschule Ingolstadt • Ingolstadt



## Overview

Degree	Bachelor of Arts
Teaching language	<ul style="list-style-type: none"><li>• German</li><li>• English</li></ul>
Languages	<p>Courses are held in English (70%) and German (30%). Participants write the Bachelor's thesis in English language.</p> <p>You will learn an additional foreign language (e.g. Chinese or Spanish). Students choose the additional foreign language based on the world region that they are focussing on in the major.</p>
Full-time / part-time	<ul style="list-style-type: none"><li>• full-time</li></ul>
Programme duration	7 semesters
Beginning	Winter semester
Application deadline	<ol style="list-style-type: none"><li>1. Apply via <a href="#">uni-assist</a>: Please apply there as soon as possible, as uni-assist needs several weeks to provide the Vorprüfungsdokument (VPD), which you need for your further application. You can apply there all year round.  If you obtained your higher secondary school certificate outside of Germany, uni-assist has to verify your eligibility to study in Germany and to convert school grades to the German grade system. You will have to submit all required documents to uni-assist online. The process takes four to six weeks.</li><li>2. <a href="#">PRIMUSS – THI application portal</a> from 2 May until 15 July for the following winter semester  You will have to apply online at the PRIMUSS university application portal. There you will have to upload all the necessary documents including your VPD. You can still upload documents within the respective periods (there will be deadlines per document in the upload area) after you have sent your application online. (There is no need to send hard copies for an application.)</li></ol>
Tuition fees per semester in EUR	500 EUR
Additional information on tuition fees	This is a service fee payable by all students from third countries (with a citizenship outside the EU and the European Economic Area).

With this fee, we significantly expand our services for international students.

No service fees are charged for citizens of an EU member state and/or the European Economic Area or for students who have obtained their university entrance qualification in the German education system.

<b>Joint degree / double degree programme</b>	Yes
<b>Description/content</b>	<p>This is an international business studies programme at the THI Business School with a clear profile for the future! While most other degree programmes teach either business administration or economical skills, Global Economics and Business Management (GBM) combines both. This mixture and the opportunity to get to know a world region better, both economically and culturally, makes the programme even more special. Which world region do you want to get insights into? You can decide for yourself – depending on your own interests and, at the latest, when you enter the main course.</p> <p>In addition to English, learning another foreign language is therefore part of the course, as is a compulsory semester at a foreign partner university and an internship abroad in a global economic environment. You will therefore spend a total of one year in a selected foreign country or divide individually. But don't worry – with a variety of information events and contact people, we will help you decide where to go and how to find your way there.</p> <p>At the end of the foundation course, which lays the foundation in subjects such as business administration, microeconomics, macroeconomics, cross-cultural management, digital transformation, organisation and leadership, you can choose from various specialisations. These specialisations can be in areas such as International Economics, Global Supply Chain Management or International Business Models. This will prepare you in the best possible way for working in internationally active companies, management consultancies and international organisations such as chambers of commerce abroad, companies for business settlement at home and abroad and competence centres for markets.</p>

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## Course Details

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### Course organisation

#### Semesters one to three:

Your degree studies in Global Economics and Business Management will begin with an induction week, during which you will acquire basic learning and working techniques to prepare you for the field of business management and independently conduct a business analysis.

In the first degree phase, you will learn the principles of business management based on the latest academic knowledge in seminars with an international focus. You will also acquire skills in such important subjects as digital transformation and business models, operations management, international accounting or marketing and sales. In addition, you will learn from the very beginning to understand and explain the behaviour and interaction of economically acting entities such as private individuals, companies and the state from an economic perspective as well. You will learn an additional foreign language (e.g. Chinese or Spanish). Your choice of world focus region later on in your studies will be based on your selected language. The first degree phase also includes courses in business English and scientific writing as well as the acquisition of intercultural skills.

Around half of the classes are taught in English.

#### Semesters four to seven:

Beginning in the second degree phase, almost all courses will be held in English. In the fourth semester, you will choose your first main focus area. There are three options available for you to choose from. The focus area in Global Supply Chain Management is designed to enable you to consolidate your understanding of and ability to control a company's international value chains. Students selecting the focus area Digital Business and International Business Models will learn how to construct digital business models with an international focus. Those choosing the third alternative of Internationalisation and Global Markets will be laying the foundations for a career on an institutional level, in which they will be acting as mediators and disseminators in support of

global business developments across national borders.

Choosing the second focus area Global Management and Intercultural Competencies in the fifth semester allow you to subsequently focus on one world region. This is where you have a chance to focus on a particular region of the world. For this focus area, you will spend one semester studying abroad at one of our partner universities. The partner university can be located in one of three focus regions, depending on the foreign language that you chose in the first degree phase. These regions are as follows: EMEA (Europe, Middle East, Africa), AMER (North and South America) and APAC (Asia-Pacific, Australia, Oceania). In the sixth semester, you will additionally complete an international placement in a company or institutional organisation, ideally in the same focus region.

After completing the subsequent Bachelor's thesis, you will acquire the academic title of Bachelor of Arts.

[» PDF Download](#)

<b>A Diploma supplement will be issued</b>	Yes
<b>Certificates for specific modules are awarded</b>	Yes
<b>International elements</b>	<ul style="list-style-type: none"><li>• Language training provided</li><li>• Content-related regional focus</li><li>• Specialist literature in other languages</li><li>• Training in intercultural skills</li><li>• Courses are led with foreign partners</li><li>• Projects with partners in Germany and abroad</li><li>• Integrated/optional study abroad unit(s)</li><li>• Opportunities for students to work abroad</li></ul>
<b>Integrated/optional study abroad unit(s)</b>	The programme contains one compulsory semester abroad, usually in the fifth semester.
<b>Integrated internships</b>	The compulsory practical internship semester abroad is planned for the sixth semester.
<b>Course-specific, integrated German language courses</b>	No
<b>Course-specific, integrated English language courses</b>	Yes

## Costs / Funding

<b>Tuition fees per semester in EUR</b>	500 EUR
<b>Additional information on tuition fees</b>	<p>This is a service fee payable by all students from third countries (with a citizenship outside the EU and the European Economic Area).</p> <p>With this fee, we significantly expand our services for international students.</p> <p>No service fees are charged for citizens of an EU member state and/or the European Economic Area or for students who have obtained their university entrance qualification in the German education system.</p>

<b>Semester contribution</b>	All students will have to pay a student services fee of 72 EUR per semester.
<b>Costs of living</b>	Student organisations estimate that costs of living are approx. 950 EUR or more per month, depending on individual needs and expectations. Mandatory health insurance in Germany will cost a student around 110 EUR per month.
<b>Funding opportunities within the university</b>	Yes
<b>Description of the above-mentioned funding opportunities within the university</b>	<p>There are different scholarships available to enrolled students, such as the Deutschlandstipendium. All students will have to look and apply for specific scholarships themselves! Most scholarship programmes are based on performance (grades, voluntary work, etc.) The economic situation of applicants is usually not taken into consideration. A certain level of German language skills (at least B2) is required for many scholarships.</p> <p>The International Office also offers scholarships. Enrolled international students will be notified of the call once a year via the communication channels of the university.</p>

## Requirements / Registration

<b>Academic admission requirements</b>	<p>Requirements include a valid university entrance qualification ("Hochschulzugangsberechtigung"). This is a secondary school-leaving certificate equivalent to the German "Abitur" that entitles you to study at a German university.</p> <p>Applicants who did not acquire the higher secondary school-leaving certificate in Germany or at a school with the German "Abitur" examination rules will have to send their documents to uni-assist for preliminary inspection prior to their application at THI. Please allow four to six weeks for this process, i.e., apply as soon as possible via uni-assist.</p> <p>More information on the application process can be found <a href="#">here</a>.</p>
<b>Language requirements</b>	<p>The minimum level of English: level B2 in accordance with the Common European Framework of Reference for Languages</p> <p>The minimum level of German: level B2 in accordance with the Common European Framework of Reference for Languages</p>
<b>Application deadline</b>	<p>1. Apply via <a href="#">uni-assist</a>: Please apply there as soon as possible, as uni-assist needs several weeks to provide the Vorprüfungsdokument (VPD), which you need for your further application. You can apply there all year round.</p> <p>If you obtained your higher secondary school certificate outside of Germany, uni-assist has to verify your eligibility to study in Germany and to convert school grades to the German grade system. You will have to submit all required documents to uni-assist online. The process takes four to six weeks.</p> <p>2. <a href="#">PRIMUSS – THI application portal</a> from 2 May until 15 July for the following winter semester</p> <p>You will have to apply online at the PRIMUSS university application portal. There you will have to upload all the necessary documents including your VPD. You can still upload documents within the respective periods (there will be deadlines per document in the upload area) after you have sent your application online. (There is no need to send hard copies for an application.)</p>

**Submit application to**

1. [uni-assist](#): to get VPD document
2. [PRIMUSS](#): THI application portal for online application submission

More information on applications can be found [here](#).

## Services

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**Possibility of finding part-time employment**

In addition to open internship positions on the university platform, students should consider research and teaching assistant positions at THI.

Furthermore, the International Office offers workshops in English to prepare international students who seek internship opportunities.

**Accommodation**

Technische Hochschule Ingolstadt does not run any student residence halls / dorms. You will have to start looking for accommodation on your own as soon as possible. Between 500 and 700 EUR per month should be budgeted for accommodation.

The [FAQs](#) will help you in finding accommodation in Ingolstadt or Neuburg.

**Career advisory service****Career Service & Student Counselling**

In Career Service and Student Counselling, prospective and current students find a central contact point for a wide range of counselling services and events.

Our students are guided through all challenges during their studies. The Career Service helps them to sharpen their own profile and successfully enter their careers.

After graduation, our graduates remain in contact with us and their study group in the Alumni Network.

<https://www.thi.de/en/university/university-profile/organisation/career-service-student-counselling>

**Support for international students and doctoral candidates**

- Buddy programme
- Welcome event
- Cultural and linguistic preparation

**General services and support for international students and doctoral candidates**

- Online info session for admitted degree-seekers
- support with residence permit
- German courses at the N.I.C.E. language centre (Network & International Culture Exchange)
- service point and individual appointments



©Alisha Schmidt

**Alisha Schmidt**  
Student

What I particularly like about the Global Economics and Business Management programme is the mix of business administration, economics and intercultural content. Thanks to this variety and the opportunity to deepen my personal preferences from the fourth semester onwards, I feel really well prepared for professional life. Learning Chinese was also one of the highlights for me!



## Global Economics and Business Management (GBM) Image Video

Information about the study programme GBM (in German)

» more:  
[https://www.youtube.com/watch?v=Wlcix8\\_xN8k](https://www.youtube.com/watch?v=Wlcix8_xN8k)

# Technische Hochschule Ingolstadt



THI campus

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Technische Hochschule Ingolstadt is an institution that specialises in business and technology and is characterised by innovative study concepts and modern facilities. We are currently training close to 8,000 students in more than 70 study programmes in engineering, computer science, business, life sciences and sustainability. Our students will graduate as sought-after specialists and managers. An extremely dynamic and successful region with a distinctly strong economic structure provides for excellent framework conditions. The relatively small student body guarantees individual guidance, a familial atmosphere, and close cooperation between students and professors. One of the core features of studying at our university is its orientation towards practical application. Internships and projects as well as a continuous cooperation with regional companies are basic components of every study programme.

The Ingolstadt campus was completed in 1999, and a new tract of buildings opened in 2014. In 2021, the Neuburg campus opened its doors with its Faculty of Sustainable Infrastructure.

Modern equipment and facilities create an atmosphere that adds to students' success and enjoyment. Technische Hochschule Ingolstadt is proud of its commitment to offer the highest possible level of quality in research and education. It is possible to explore Technische Hochschule Ingolstadt by visiting [the interactive 360° THI campus tour](#).



## University location

The campus is only a short walk from Ingolstadt's appealing old city. The view from the lecture halls is of a castle and other medieval buildings. Ingolstadt lies in the centre of Bavaria, one of the most prosperous German federal states, and it is only an hour by car from the metropolitan areas of Munich and Nuremberg. The opportunities to take part in leisure activities in the area – which is close to the Alps as well as to the beautiful Altmühl valley – are unlimited. With the headquarters of Audi (the international automotive company) and a large number of innovative corporations in the city, Ingolstadt is proud to be one of the strongest economic regions in Germany. Opportunities to participate in sports activities are provided by the university as well as by various amateur and competitive sports clubs. Bavarian charm and the Bavarian way of life – including summer evenings in beer gardens and the diverse cultural events on offer – make daily life in Ingolstadt particularly attractive for students.

## Contact

**Technische Hochschule Ingolstadt**  
Business School

Esplanade 10  
85019 Ingolstadt

 Course website: <https://www.thi.de/en/thi-business-school/degree-programmes/global-economics-and-business-management-ba/>

 <https://www.facebook.com/thingolstadt>

 [https://twitter.com/th\\_ingolstadt](https://twitter.com/th_ingolstadt)

 <https://www.linkedin.com/school/technische-hochschule-ingolstadt>

 [https://www.instagram.com/thingolstadt\\_official/](https://www.instagram.com/thingolstadt_official/)

 <https://www.youtube.com/user/HochschuleIngolstadt>

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# International Programmes in Germany - Database

[www.daad.de/international-programmes](http://www.daad.de/international-programmes)

[www.daad.de/sommerkurse](http://www.daad.de/sommerkurse)

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German Academic Exchange Service

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## GATE-Germany

Consortium for International Higher Education Marketing

[www.gate-germany.de](http://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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