COURSE OF STUDY
INTERNATIONAL BUSINESS, B.A.
Innovative and focused on the future: International Business for international students

Our Bachelor program “International Business” will enable you to understand the connections between business in theory and practice in an international context. Study “International Business” 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
- **Exchange students** from all over the world from our partner universities will be able to participate and earn credits.
- **Students** without suitable qualifications for direct entry to the International Business BA, can apply for the 4 year BA, (1 year in Cologne, 2 years in Heidelberg, 1 year internationally)

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 into a professional life – with a tight network of connections to top enterprises and educational institutions worldwide.

**Practice-oriented studies**

Besides providing the necessary updated 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 and in teams. Cooperations with business enterprises or integration in research projects enable you to make use of the knowledge and skills you have acquired.
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:

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

2. 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 required. Due to our award winning teaching methods we no longer schedule multiple exams within a short amount of time.

1. 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.

1. 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, as 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 most are taken. For the entire duration of your studies, these blocks build on each other regarding the content.

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<th>Block</th>
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<tr>
<td>1. Academic Year</td>
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<tr>
<td>Lecture</td>
<td>Business Admin. I</td>
<td>Business Admin. II</td>
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<td>Skills &amp; Tools</td>
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<td>ECTS</td>
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<td>2. Academic Year</td>
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<td>Lecture</td>
<td>Macroeconomics</td>
<td>Sales</td>
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<td>Microeconomics</td>
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<td>3. Academic Year</td>
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<td>Lecture</td>
<td>Study Abroad</td>
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Flexible time for internship and thesis 180 ECTS

Christmas Holidays

Interim Block 1
Studies begin with an introductory module at the start of the degree.

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<tbody>
<tr>
<td><strong>Operations Management</strong></td>
<td><strong>International Law</strong></td>
<td><strong>Introduction to Accounting</strong></td>
<td><strong>Business Simulation</strong></td>
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<td>6 + 2</td>
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<tr>
<td><strong>International Taxation</strong></td>
<td><strong>Management Inform. Systems</strong></td>
<td><strong>International Accounting</strong></td>
<td><strong>Entrepreneurship / Study Abroad</strong></td>
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<td>Statistics</td>
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<td>8</td>
<td>6 + 2</td>
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<td><strong>Internship</strong></td>
<td><strong>Thesis</strong></td>
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<tr>
<td>Flexible time for internship and thesis</td>
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<td>60 ECTS</td>
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Interim Block 2

60 ECTS

60 ECTS

60 ECTS

180 ECTS
EXCELLENT INTERNATIONAL EXPERIENCE

Go Abroad!
All BA students at SRH University Heidelberg business school are guaranteed the opportunity to gain valuable international experiences either with a semester abroad or a second degree.

Obtain valuable international competencies, improve your language skills and obtain intercultural expertise 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 abroad, you may decide to stay “in country” for your internship period (4 months).

Double Degree Options –
2 degrees, 2 countries, 2 continents!
Graduates of a double degree program will be awarded two degrees, one from each country.
- Korean BA degree plus German BA degree – Kookmin University, Korea
- UK BA Hons degree plus German BA degree – Bournemouth University, UK

BA graduates can continue their international studies at SRH Master level;
- USA MBA plus MA German degree – Colorado State University, Colorado
- USA MBA plus MA German degree – University of Incarnate Word, Texas
AT A GLANCE

INTERNATIONAL BUSINESS, B.A.

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
- Proof of English: IELTS 6.5/TOEFL 80 or other proof of English proficiency

Features
- Full-time study, course language: English

Final qualification
- Bachelor of Arts (B.A.) - International Business (180 CP)

Tuition Fees
- 670 EUR per month
- One-time registration fee of 750 EUR or 1,000 EUR for applicants from countries with visa obligations. For payment regulations see more details on our website.
Your path to our University!
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
- Proof of „General university entrance qualification“
- 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?
We are happy to advise you by phone or in person (by appointment).
You can reach us by phone +49 6221 88-1410
or e-mail: business@hochschule-heidelberg.de

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.
Develop your understanding and promote business behavior that respects cultural differences, international business relations and markets – in theory and in practice.

Unique person
- Study in an intercultural environment together with international students
- Live on campus in an international community
- Reception and welcome on arrival to the university
- Help with visa and resident permits
- Cultural program & events
- German language & integration courses
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.

Bachelor goes Master
After completion of your bachelor’s degree you can start your career or apply for direct entry into one of our Master programs to enhance your knowledge:
- International Management and Leadership (M.A./English)
- General Management and Leadership (M.A./English)

Various options of German management programs can be found on our website: www.hochschule-heidelberg.de
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 how to work scientifically and incorporate your ideas within set 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 addition, SRH University Heidelberg regularly accredits and re-accredits all of the faculty’s bachelor and master programs.