CAREER PERSPECTIVES

The expanding world of business is opening up excellent career prospects for managers who are interested in practice-oriented Business Administration with intercultural knowledge and communicative skills in English and other foreign languages. More and more German and international companies are active across borders and are present in many international markets. This trend is opening up dynamic employment opportunities for our graduates.

COURSE CONTENT

In the programme you acquire:

- practice-oriented business management, technical and methodological competences
- intercultural economic and entrepreneurial competences in one of the elective culture areas Eastern Europe, Francophone World, Hispanic Countries or Orient including North Africa
- excellent English skills (target level C1 according to CEFR)
- knowledge of a second foreign language in the elective cultural area: Arabic, French, Russian or Spanish (target level B1 or C1 according to CEFR)

COURSE FOCUS

Business-related subjects:
- Financial & Management Accounting
- Finance
- Human Resource Management
- International Management
- Marketing

Economic & Cultural Area Studies:
- Eastern Europe
- Francophone World
- Hispanic Countries
- Middle East and North Africa

Language Area Studies:
- Arabic, French, Russian or Spanish

“Studying International Business has given me insight into all important business areas and enabled me to be successful in various roles throughout my career.”

Sabrina Dick, IBIS-Alumna (2006) and HR Director SAP Central & Eastern Europe
START OF PROGRAMME

Winter and summer semester

Closing date for applications:

› January 15th for summer semester
› July 15th for winter semester

APPLICATION

You will find all information you need for your application at www.hs-heilbronn.de/application

ADVICE

Academic advice
Study Programme Coordinator
Tel.: +49 7131 504-521
E-Mail: ibis@hs-heilbronn.de
www.hs-heilbronn.de/ibis

Central study programme administration
The team of the Central Student Advisory Service is at your disposal for orientation and initial counseling.
Tel.: +49 7131 504-6693
E-Mail: zentralestudienberatung@hs-heilbronn.de

CONTACT

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Bildungscampus Nord
Bauteil A / Nr. 12 | 74076 Heilbronn
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ADMISSION REQUIREMENTS

› Advanced technical college entrance qualification, General higher education entrance qualification, subject-related higher education entrance qualification or relevant professional qualification (apprenticeship) incl. certificate of studies
› Proficiency of German (at least level C1) and English (B2)

SELECTION PROCEDURE

The following criteria will be taken into account:

› The grade of the university entrance qualification (HZB)
› English grade from university entrance qualification
› If available (no exclusion criteria): education or experience in one of the IBIS cultural areas

PRE-PRACTICAL

› Neither a pre-study internship nor an aptitude test is required