

BUSINESS ADMINISTRATION
INTERNATIONAL BUSINESS
AT THE DHBW RAVENSBURG





Combining theory with practical experience

Business Administration – International Business dual studies

German industrial and service companies are increasingly active on international markets and, therefore, need flexible, highly motivated and, above all, internationally trained personnel. The International Business study program successfully tailors its modules to meeting the multiple challenges of globalization faced by such companies, regardless of the branch of business in which they operate.

Aim of the study program

The International Business study program offers a broad spectrum of business administration modules, aimed at conveying both subject knowledge and methodological skills in the following topic areas:

- Marketing & Sales
- Finance & Managerial Accounting
- Human Resource Management & Leadership
- Materials Management & Logistics

The development of the necessary social and intercultural competencies for working in international teams assumes a central role.

Study program content

The International Business study program provides the classic business administration fundamentals of financing, marketing, cost accounting and balancing. In addition, students from the beginning of their studies specialize in subjects offered uniquely by the International Business program, such as Intercultural Management, International Market Research, Communication in Business, and Strategic Management in International Business.

Lectures and seminars are held in both the English and German language. The International Business study program provides not only a distinctly international orientation through its content offering. Students can take the opportunity to work and study abroad, during their practical and theory semesters.

Studying abroad

The DHBW Ravensburg has established numerous cooperation schemes with universities abroad. This enables students to spend a theory semester in a foreign country, thus enhancing the international orientation of their studies. Qualifications obtained during a theory semester abroad are generally recognized as equivalent to those obtained in Ravensburg. Accredited theory semesters can be spent, for example, in the USA, China, India, Canada, Australia, South America, South Africa and Europe.

Working abroad

In the International Business degree program, there is the opportunity to spend a practical semester working abroad, such as at a subsidiary, customer or supplier of the student's partner company.

Career paths

Graduates of the International Business bachelor program are especially well suited as qualified future management talent in business functions with an international orientation, due to their experience abroad, flexibility, and international mobility. They are particularly effective where business knowledge, alongside solid foreign language skills, communication and analytical skills, a high level of commitment, network thinking skills, and cultural flexibility are a pre-requisite to the successful fulfillment of a particular international career path. International Business graduates are in demand in every field where customer contact plays a major role. Typical professional areas include marketing and sales, supply chain management, human resource management, and financial management or in project teams with an international focus.

Specialist areas of the Department of International Business

In the third and final study year, students select to major in two subjects from a choice of four specialist business areas:

- International Human Resource Management
- International Marketing & Sales
- International Managerial & Financial Accounting
- International Operations & Supply Chain Management



Curriculum Business Administration – International Business

MODULES	1 st ACADEMIC YEAR	2 nd ACADEMIC YEAR	3 rd ACADEMIC YEAR	ECTS
MODULES BUSINESS ADMINISTRATION				60
BUSINESS ADMINISTRATION	Business Administration Accounting and Finance Principles of Accounting	Financial Statements and Taxation Human Resource Management, Organization and Project Management	Management	30
ECONOMICS	Introduction to Economics and Microeconomics	Macroeconomics	Economic Policy	15
LAW	Civil Law	Business and Labor Law		10
MATHEMATICS AND STATISTICS	Mathematics and Statistics			5
CORE PROGRAM MODULES INTERNATIONAL BUSINESS				75
CORE PROGRAM MODULES	International Business and its Environment Principles of Intercultural Management Foundations of Communication in Business	International Market Research Operational Management in International Business Applied Intercultural Management Applied Communication in Business	Seminar in Management Strategic Management in International Business Interdisciplinary Communication in Business	55
ELECTIVE SPECIALIST MODULES The International Business program offers a choice of elective specialist modules in the 5th and 6th seme- sters. Students are required to select two elective specialist modules from the following list of four specia- list subject areas. The selection, once made, is binding. In certain circumstances, the selection may be restricted to module combinations, determined by the Department of International Business.			ELECTIVE SPECIALIST MODULE I+II select 2 out of 4 International Human Resource Management International Marketing & Sales International Managerial & Financial Accounting International Operations & Supply Chain Management	20
KEY SKILLS				15
KEY SKILLS	Key Skills I	Key Skills II	Key Skills III	15
PRACTICAL MODULES				60
PRACTICAL MODULES	Practical Module I	Practical Module II	Practical Module III	48
BACHELOR THESIS			Bachelor Thesis	12
TOTAL ECTS	70 ECTS	70 ECTS	70 ECTS	210
CONTACT HOURS	600	550	500	

Dual studies at the DHBW Ravensburg

The benefits

A strong practical orientation

A head start in your career through one and a half years practical experience during the three-year study program.

A varied and intensive course of studies

A varied mode of studies, due to the regular alternation between theory and practical phases.

Quality education

Professors of the DHBW and visiting lecturers from other universities and colleges, as well as external lecturers drawn from industry, who contribute special expertise from their respective professional fields, ensure the provision of a high academic standard and cutting-edge industry knowledge.

Financial independence

A monthly salary from the partner company for the entire duration of the bachelor program, including both practical and theory semesters.

Individual supervision

Small classes with no more than 30 students guarantee intensive supervision through competent professors.

Excellent employment prospects

Eighty per cent of our students possess an employment contract upon graduation.

The dual study concept

A central feature of the DHBW is the dual study concept, where students spend their theory phases at the university and their practical phases at the partner company. The companies recruit the students, conclude a training contract with them and offer remuneration for the entire duration of their studies. The DHBW is responsible for the academic education. All degree programs at the DHBW Ravensburg start on October 1 each year.

The 3,700 students at the DHBW Ravensburg are located on two campuses: The Faculty of Business Administration and the Faculty of Engineering are based in Ravensburg and Friedrichshafen, respectively. The DHBW Ravensburg is one of nine study academies of the DHBW, which is, with its 34,000 students, the largest institution of higher education in the State of Baden-Wuerttemberg.

Your steps to studying at the DHBW Ravensburg

- Check if you have the pre-requisite academic qualifications to study at the DHBW Ravensburg
- Send your application direct to a partner company from our list of companies or apply on your own initiative to a company, who is willing to cooperate with the DHBW Ravensburg
- Conclude a training contract with one of our partner companies
- The partner company will already have reserved a study place with us, so that you do not additionally have to apply to the DHBW Ravensburg to study at our institution
- You will be asked to supply documentation to the DHBW Ravensburg, in order to complete the matriculation process

Degree qualification und opportunities after graduation

Graduates of the International Business study program complete their studies after six semesters, receive the academic degree, Bachelor of Arts, and accrue 210 ECTS points. This is 30 ECTS points more than a standard three-year Bachelor degree program, due to the practical element of the studies. Eighty per cent of our students possess an employment contract upon graduation, which represents a successful direct entry into the labor market for many of our graduates. The DHBW offers a variety of on-the-job, advanced Master study programs in the areas of Business Administration, Engineering and Social Welfare. The DHBW Ravensburg offers Master programs via its Center for Advanced Studies (CAS) in Heilbronn or in cooperation with other universities in the region.

Further information on our Master programs can be accessed via www.cas.dhbw.de and the section on Master programs on the www.ravensburg.dhbw.de website.

Do you have any further questions?

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