What happens after graduation?

The focus on international business and management aspects and an excellent language education will allow you to start a career in an innovative and global business environment. After first experiences within a real company environment, your education will assist you in pursuing an international career at manager level with budget and people responsibility.

Alternatively, you may wish to study for a master’s degree either at Fulda University of Applied Sciences or at another university. This would be mandatory if you would like to pursue an academic career and seek a doctoral degree, for example.
What is it about?

We all live in a world with globalised markets. In order to successfully compete in these markets, companies of all sizes need people who not only have a sound knowledge of business and management principles, but are also equipped to multinational environments where intercultural and language competencies are of utmost importance.

These needs are addressed through this programme which combines business education with language skills and fosters an international climate that enables future careers.

Who is it for?

This programme is meant for high school graduates who want to lay the right foundations for an international career by:

- obtaining in-depth knowledge of the most important disciplines of business administration,
- specialising in management,
- studying exclusively in English, and
- developing skills in a second language.

What does the degree programme entail?

- The programme is exclusively taught in English. Dedicated courses allow you to improve your English language skills.
- You will also acquire basic, business-oriented skills in an additional language. You have a choice between French, Spanish, and – if you are not a German native-speaker – German.
- The first four semesters will introduce you to the most important disciplines of business administration and economics. They also include all language modules.

During semester five, you will gain experience abroad. You are welcome to study at one of our partner universities or at a university of your choice. Alternatively, you will have the opportunity to do an internship in a foreign country.

Back in Germany, the programme focuses on the specialisation in management including a comprehensive case study, where you will work on innovative projects. This experience, together with a business simulation, will provide a unique set of challenges to help you to develop holistic managerial skills.

The programme concludes with a bachelor’s thesis.

Curriculum – International Business & Management (B. Sc.)

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Study in English