



BACHELOR INTERNATIONAL BUSINESS (B.A.)

THE UNIVERSITY

The team of professors and teaching staff are committed to fostering students' individual strengths, as well as imparting specialist and soft skills. For companies and social service providers, the university is able to act as an expert partner on joint projects.

The University is a member of numerous national and international associations and networks. A great deal of interdisciplinary exchange on social and academic themes takes place here, in the form of symposia, lectures and panel discussions. Selected partnerships with universities around the world and with companies operating internationally make it possible for students to study abroad as part of their course or to gain experience in an international work placement.

APPLICATION

Information about the application process can be found on the University Website on the International Office's service pages.

CONTACT

COURSE MANAGEMENT

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BACHELOR'S DEGREE

FACULTY OF BUSINESS
ADMINISTRATION

STUDY GOAL

The degree in International Business prepares students for management activities in companies and organisations that operate on an international level. The programme also allows students to gain knowledge with regard to management, technology and leadership and to develop personality and communication skills. Students generally learn several languages during their studies. In order to develop these skills students are required to attend an international partner university of their choice.



ACADEMIC DEGREE

Bachelor of Arts (B.A.) in International Business with the opportunity of a dual degree, an additional degree from the partner university, in cooperation with certain partners.

COLLABORATION / UNIVERSITY PARTNERS

The choice of partner universities is constantly being expanded. The faculty for example cooperates with:

- Anglia Ruskin University, Cambridge, United Kingdom
- University of South Carolina Upstate, Spartanburg, USA
- Novia University of Applied Science, Turku, Finland
- Griffith College, Dublin, Ireland
- Edinburgh Napier University, Edinburgh, United Kingdom
- University of South Wales, Pontypridd, United Kingdom

Furthermore, there are over 30 partner universities worldwide, including several Erasmus partners, where students can spend their semesters abroad.

COURSE AND CORE SUBJECTS

The programme has an international focus which is why lectures and exams take place primarily in English. The programme consists of five theoretical semesters and one practical semester abroad. The last two theoretical semesters are to be completed at a partner university of Landshut University.

MODULE OVERVIEW

1st & 2nd semester Landshut University	The lectures are taught in German. <ul style="list-style-type: none"> ▪ Introduction to Business Administration ▪ Accounting ▪ Information Technology ▪ Business Mathematics and Statistics ▪ Two foreign languages
3rd & 4th semester Landshut University	The lectures are taught in English. <ul style="list-style-type: none"> ▪ Principles of Marketing and Sales ▪ Principles of Human Resource Management ▪ Principles of Operations and Logistics Management ▪ Principles of Finance and Investment ▪ Principles of International Management ▪ Principles of Organisation ▪ European Law ▪ Business Administration Seminar ▪ Compulsory Elective Modules ▪ Bachelor's Thesis
5th & 6th semester or 6th & 7th semester Partner University	Students complete the last two theoretical semesters at one of the partner universities. They have the option to specialise in a subject by selecting specific courses, like: <ul style="list-style-type: none"> ▪ Financial Management ▪ Strategic Management ▪ International Management
5th or 7th semester	The intern works abroad in a non-German speaking country.

ADMISSION REQUIREMENTS

- Good basic knowledge of Mathematics and English
- Required German level depends on student's status and can be found on the website
- Knowledge of another foreign language (such as French, Spanish or Turkish) are desirable but not required
- Experience in presenting
- Sufficient maturity in studying (being able to work independently, self-determination, good time management)
- Strong interest in chosen professional subject
- Formal entry requirement for all applicants: university entrance qualification

The study program is characterised by

- Its short, optimally used study time: seven semesters to acquire the double degree
- The teaching of intercultural competencies
- The possibility for international networking
- The opportunity to learn several foreign languages
- Courses taught in English
- The one and a half year stay abroad
- Flexibility in the timing of the three semesters abroad