

BACHELOR (B.A.) BUSINESS ADMINISTRATION

Bachelor of Business Administration students are in high demand in companies of all sizes, from start-ups to globally operating large companies or even social, cultural or public institutions. While many graduates go on to complete a master's or MBA, the skills learned during your studies in business administration are the perfect foundation to start a career running, optimising, or innovating businesses across the world.

With IU's Bachelor of Business Administration you'll gain key expertise in managing organisations, finances, the supply chain and more, as well as strengthening your leadership and decision making. With this degree in hand, you'll demonstrate to employers that you have the analytical mindset, communicative abilities, and managerial capabilities to drive their company success. Want to start a project of your own? This degree is the ideal foundation for the next generation of entrepreneurs and business makers.



Degree

Bachelor of Arts (B.A.)



Study start

Online: Anytime

On Campus: Each Oct, Jan, Apr or Jun



Study model available

Online, or On Campus



Duration

Online: 36, 48, or 72 months

On Campus: 36 months



Credits

180 ECTS



Ultimate flexibility

Our On Campus model means that...

- You can start your degree online for distance learning while taking care of visa issues and join us later in Germany to experience campus life. You say which semester you want to spend on campus or online.
- You want to go on a trip during your studies? No problem. You can study online at your own pace without missing any classes.



Fees

Online: From €75 per month

On Campus: From €449 per month

Study Content

PRESENCE TIMEFRAME	MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
		1		
Oct/Nov/Dec	Business Mathematics		5 ECTS	E
Oct/Nov/Dec	Organizational Behavior		5 ECTS	WACS
Oct/Nov/Dec	Management Accounting		5 ECTS	E/WAWA
Jan/Feb/Mar	Supply Chain Management I		5 ECTS	E
Jan/Feb/Mar	International Marketing		5 ECTS	E
Jan/Feb/Mar	Statistics – Probability and Descriptive Statistics		5 ECTS	E
		2		
Apr/May/June	Academic Integrity and Writing for Business		5 ECTS	WAWA
Apr/May/June	Business 101		5 ECTS	E/WAWA
Apr/May/June	Managerial Economics		5 ECTS	E
June/July/Aug	Introduction to Academic Work		5 ECTS	WB
June/July/Aug	Principles of Management		5 ECTS	WACS
June/July/Aug	Global Corporations and Globalization		5 ECTS	E
		3		
Oct/Nov/Dec	Entrepreneurship and Innovation		5 ECTS	WAWA
Oct/Nov/Dec	Service Operations Management		5 ECTS	WAWA
Oct/Nov/Dec	Intercultural and Ethical Decision-Making		5 ECTS	WACS
Jan/Feb/Mar	Collaborative Work		5 ECTS	OA
Jan/Feb/Mar	International Brand Management		5 ECTS	E
Jan/Feb/Mar	Leadership 4.0		5 ECTS	E
		4		
Apr/May/June	Sustainability		5 ECTS	E/WACS
Apr/May/June	International HR Management		5 ECTS	WACS
Apr/May/June	International Accounting		5 ECTS	E
June/July/Aug	Corporate Finance and Investment		5 ECTS	WAWA
June/July/Aug	Research Methods		5 ECTS	WAWA
June/July/Aug	Corporate Governance and Strategy		5 ECTS	WACS
		5		
Oct/Nov/Dec	Digital Business Models		5 ECTS	E
Oct/Nov/Dec	Agile Project Management		5 ECTS	WAPR
Oct/Nov/Dec	Seminar: Current Issues in International Management		5 ECTS	WARE
Jan/Feb/Mar	Supply Chain Management II		5 ECTS	E
Online	Elective A		10 ECTS	
		6		
Online	Electives B & C		20 ECTS	
Online	Bachelor Thesis		10 ECTS	WABT & PC

E = Exam, OA = Oral assignment, PC = Presentation: Colloquium, WB = Workbook, WABT = Written assessment: Bachelor thesis, WACS = Written assessment: Case study, WAMT = Written assessment: Master thesis, WAPR = Written assessment: Project report, WARE = Written assessment: Research essay, WAWA = Written assessment: Written assignment, OPR = Oral project report

CHOOSE YOUR ELECTIVES

Electives A:

- Applied Sales
- Business Intelligence
- Financial Services Management
- Managing People and Fundamentals of Business Psychology
- Online and Social Media Marketing

Electives B:

- Fundamentals of Operations Research
- Introduction to Data Science and Programming with Python
- IT Service Management
- Smart Factory

Electives C:

- Applied Sales
- Business Intelligence
- Financial Services Management
- Foreign Language: French, German, Italian, Spanish
- Fundamentals of Operations Research
- Introduction to Data Science and Programming with Python
- IT Service Management
- Managing People and Fundamentals of Business Psychology
- Online and Social Media Marketing
- Smart Factory

Choose one specialisation from each block.

WHAT YOU'LL LEARN

- Gain key expertise in managing organisations, finances, the supply chain and more.
- Strengthen your leadership and decision making.
- Develop the analytical mindset, communicative abilities, and managerial capabilities to drive a company success.

CAREER

Bachelor of Business Administration students are in high demand in companies of all sizes, from start-ups to globally operating large companies or even social, cultural or public institutions. The skills learned during your studies in business administration are the perfect foundation to start a career running, optimising, or innovating businesses across the world.