

[www.iu.org](http://www.iu.org)

# BACHELOR (B.A.) INTERNATIONAL MANAGEMENT

The global business world needs motivated talent to develop business strategies, drive growth, and enable smooth operations between partners. As part of your degree in International Management with IU, you can gain extensive knowledge in marketing, sales, public relations, accounting, finance and controlling, and HR—and choose your specialisation in the area that speaks to your interests.

IU puts major emphasis on practical experience and preparing you for an international career. Our professors can guide you with expert industry knowledge and help you find a focus industry that you are passionate about. With English as a language of instruction, you can also improve your skills in the most popular language for business that's used all over the world.



## 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

Online /On Campus: From €449 per month

## Study Content

PRESENCE TIMEFRAME	MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
		<b>1</b>		
Oct/Nov/Dec	Business Mathematics		5 ECTS	E
Oct/Nov/Dec	Organizational Behavior		5 ECTS	CS
Oct/Nov/Dec	Management Accounting		5 ECTS	E/WA
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
		<b>2</b>		
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
		<b>3</b>		
Oct/Nov/Dec	Change Management		5 ECTS	E
Oct/Nov/Dec	International Contract Management		5 ECTS	E
Oct/Nov/Dec	Intercultural and Ethical Decision-Making		5 ECTS	WACS
Jan/Feb/Mar	Intercultural Psychology		5 ECTS	E
Jan/Feb/Mar	International Brand Management		5 ECTS	E
Jan/Feb/Mar	Leadership 4.0		5 ECTS	E
		<b>4</b>		
Apr/May/June	Global Sourcing		5 ECTS	E
Apr/May/June	International HR Management		5 ECTS	WACS
Apr/May/June	Intercultural Management		5 ECTS	E/WACS
June/July/Aug	Corporate Finance and Investment		5 ECTS	WAWA
June/July/Aug	Corporate Communication		5 ECTS	E
June/July/Aug	Customer Relationship Management		5 ECTS	E
		<b>5</b>		
Oct/Nov/Dec	Digital Business Models		5 ECTS	E
Oct/Nov/Dec	Agile Project Management		5 ECTS	WAPR
Oct/Nov/Dec	Conflict Management and Mediation		5 ECTS	E
Jan/Feb/Mar	Seminar: Current Issues in International Management		5 ECTS	WARE
Online	Elective A		10 ECTS	
		<b>6</b>		
Online	Electives B & C		20 ECTS	
Online	Bachelor Thesis		10 ECTS	WABT & PC

E = Exam, OA = Oral assignment, PC = Presentation: Colloquium, WB = Workbook, BWB = Basic Workbook, AWB = Advanced 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, P = Portfolio, POP = Proof of Participation

## CHOOSE YOUR ELECTIVES

### Choose one specialisation from the Electives A programmes:

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

### Choose two specialisations from the Electives B and C programmes:

- Applied Sales
- Big Data and Data Protection
- Business Intelligence
- Digital Product Development
- Financial Services Management
- 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

Each elective module can only be chosen once.

## WHAT YOU'LL LEARN

- Learn to develop business strategies, drive growth, and enable smooth operations between partners.
- Gain extensive knowledge in marketing, sales, public relations, accounting, finance and controlling, and HR.
- Improve – with English as a language of instruction – your skills in the most popular language for business that's used all over the world.

## CAREER

Managers, leaders, decision makers: companies are always on the look out for professionals with the expertise to promote their growth and success. IU puts major emphasis on practical experience and prepares you for such positions—as well as ensuring you gain an international market outlook. Our professors can guide you with expert industry knowledge and help you find a focus industry that you are passionate about.