



INTERNATIONAL BUSINESS ADMINISTRATION

FOCUS ON E-BUSINESS

BACHELOR OF ARTS (B.A.)

STUDY PROGRAMME

Online marketing and mobile communications are drivers of innovation. As catalysts of a revolution in communications, internet and social media have given origin to a booming economic sector that attracts professionals both from the creative and the technical field. The Bachelor programme focuses on the integrated use of different methods and technologies and encourages students to analyse and critically question new trends, turning them into successful digital business managers and trendsetters. Learn the rules of success in the digital economy and how to apply them to advance your business. Be a part of the dynamic, world-renowned Berlin start-up community and follow the creation and development of new trends closely. SRH graduates start their career as valued experts in a fast-paced, continuously expanding and promising industry.

CAREER PROSPECTS

Already during their studies, students establish contacts with companies and create a professional network. This way, once they graduate they are able to start a career in a multinational corporation, a startup, an innovative medium-sized business, a start-up, a consultancy or a public institution. Areas of work are:

- Mobile Communications or E-Commerce Provider
- Marketing and Communication Departments
- E-Business and Information Management
- Social Media and Advertising Agencies
- Start-ups or Venture Capital Companies
- Multinational Companies
- Financial Management
- Financial accounting
- Taxation and auditing
- Consulting
- Marketing and Sales

AT A GLANCE

DEGREE

Bachelor of Arts

CREDIT POINTS

180 ECTS

DURATION

3 years / 6 semesters

START

Winter Semester & Summer Semester

STUDY CONCEPT

Full time,
internship included,
semester abroad possible

LANGUAGE

English

TUITION FEES

700 € per month

CAMPUS

Berlin

CUSTOMIZE YOUR STUDIES

We promote interdisciplinary thinking and studying through the extracurricular offers of our sister SRH universities in Berlin.

CURRICULUM

1. Semester	2. Semester	3. Semester	4. Semester	5. Semester	6. Semester
Introduction to Management	Introduction to Economics	Economic Policy	Corporate Finance	Innovation Management	Service & Quality Management
E-Business & Entrepreneurship	Marketing	Financial Accounting	Law II	Leading & Managing Organisations	Internship
Academic Writing	Web-based Services, Cloud Computing & Programming	Law I	Creating Demands: Driving Growth Using Traditional, Social & Viral Marketing/Sales	Organisational Behaviour & Human Resource Management	Bachelor Thesis
Fundamentals of Mathematics	Statistics I	E-Business Cases	Business Planning & Business Model Generation	Managerial Accounting	Qualitative & Quantitative Business Research
Personal Development	Social Competence I	Statistics II	Social Competence II	International Economics & Business	
Languages I	Languages II	Languages III	Study Project	Brand & Communication Management	

INTERNATIONAL BUSINESS ADMINISTRATION
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BUSINESS KNOWLEDGE
FOCUS E-BUSINESS
INTERCULTURAL SKILLS & METHODS
PROFILE & PRACTICE

STUDY ADVISOR



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GET TO KNOW US

- + ATTEND A LECTURE
- + OPEN HOUSE
- + 1 DAY BUSINESS CHALLENGE

ADMISSION & APPLICATION

The main admission requirements are: a qualification for entry to higher education according to German Law and a proof of sufficient English proficiency. We accept TOEFL, IELTS, TOEIC, Cambridge Certificate (CAE, CPE) or equivalent.

You can apply online under campus.srh-hochschule-berlin.de. We will then invite you to an interview.

STUDY FEES & FINANCING

In addition to the monthly study fees, students shall purchase a reduced semester ticket for public transportation. Most German citizens may apply for the German study loan BAföG. Information on other financing options may be provided.

ABOUT US

Our university is located in central Berlin at Ernst-Reuter-Platz and offers Bachelor, Master and MBA programmes in English and German. Approximately 1000 students from 80 nations study at SRH Hochschule Berlin, the most international management university in the German capital. In addition to an international atmosphere, our students enjoy the opportunity to get in touch with industry partners and create a professional network through internships and company projects. We offer a wide range of services to support you with finding an internship, organising a semester abroad and taking care of important tasks during your studies.