

BSc (Hons) International Business and Management



In partnership with:

BSc (Hons) International Business and Management

This innovative three/four-year course is designed to develop the next generation of business leaders, capable of navigating the challenges of the post-covid world. You will undertake a one-year foundation to help you gain the base knowledge needed to progress onto undergraduate study where you will develop the skills to help build your global career.

The course has been designed to develop graduates capable of meeting the demands of today's global industries. Students will be taught to implement effective techniques to respond to defined and uncertain business events and problems.

Key Facts

Duration: 3 years or 4 years with a foundation year (International Route)

Intakes: Berlin Feb 2022, May 2022, Oct 2022,

Paris-Berlin January 2022,

Online Feb 2022, May 2022, Oct 2022

Campus: Berlin campus

Awarded by : UCA



"I chose BSBI because the school is innovative – it has different techniques and different methods of teaching which I like."

Reqez Rashdan, BSBI student

Curriculum has been designed with contemporary and practical elements. The latest technology is used to enhance learning and collaborative working. Student will work alongside research-active staff on latest research developments, while industry guest speakers and live briefs provide networking and development opportunities. This is embedded throughout the course to enrich the management and digitisation practice and significantly contribute to the experience at BSBI campus and preparation for professional practice.

Foundation Year

International Route

- Introduction to Creative Business and Management
- English for Academic Purposes, Research and Study Skills
- Marketing, Communication and Branding
- Creative Business Project

Year 1

- International Business Administration
- Finance and Accounting
- Microeconomics
- Macroeconomics
- Strategic Management
- International Marketing

Year 2

- Managerial Accounting
- Digital Economy & Transformation
- Human Resources and Organisational Behaviour
- Entrepreneurship and Innovation
- Sales Management
- Operations Planning and Project Management

Year 3

- Industrial Organisation and Business Law
- Cross-cultural Management

In your third semester, you will select a specific pathway to help you specialise in your chosen field. Students will be able to choose from the following pathways:

Strategic Leadership

- Leadership and Management
- Intersectoral Management: Government, Business and Nonprofits

Logistics, TQM and Supply Chain Management

- Supply Chain Management and Logistics
- TQM and Lean Management

Digital Marketing and Social Media

- Digital Marketing
- Social Media

Tourism, Hospitality and Event Management

- Tourism and Event Management
- Hospitality and Food & Beverage

Health Management

- Healthcare Strategy and Administration
- Health Finance and Economics
- Dissertation

What will you experience?

Students have the option to study the course online, on campus or via the blended learning method which involves a mixture of face-to-face lectures on the BSBI campus in Berlin and attendance at online modules via the Uninettuno University platform.

The latest technology will be incorporated during the course to enhance learning and encourage collaborative working. Industry guest speakers, company visits and placements will also be embedded throughout the course to enrich your university experience and prepare you for professional practice.

Why study this course?

You will earn a bachelor's degree with 120 UK credits per year (equivalent to 60 ECTS per year). This helps student mobility in the EU when it comes to transferring credits from one higher education institution to another.

Who should take this programme?

This three/four-year programme is aimed at anyone seeking the specialist knowledge needed to start your own business or reach managerial positions within a broad range of fields ranging from marketing and finance to human resources or tourism and hospitality.

Career Progression

This course will provide you with the transferable skills needed to succeed in managerial roles within the global business arena. Such 'soft skills' that current employers are seeking will be acquired through interacting effectively in groups and teams, and additionally the ability to work independently and diligently manage your own time.

More specifically, upon successful completion of this course, students will have the practical skills and theoretical knowledge to pursue careers in consultancy, international finance, non-profit organisations and entrepreneurial ventures.

Our memberships:



Entry Requirements

Minimum age: 18 years old (titles awarded upon completion of at least 12 years of schooling)

Academic qualifications: Academic Qualifications: a school leaving certificate that allows you to pursue higher education in Germany (e.g. Abitur, Fachhochschulreife, Matura or International Baccalaureate), or International school leaving certificates, or BTEC/National Diploma, or Advanced Vocational Certificate of Education.

IELTS Academic: minimum overall score of 6.0 (with min 5.5 in each component) or equivalent test (i.e. Password Test, PTE, TOEFL IBT).

Applicants who have an insufficient score in one component (i.e. 5.0 instead of 5.5) but overall meets the required threshold, can sit for an English diagnostic test online. Students based in Germany will also be able to sit for an internal assessment, free of charge, with a successful passing rate of 50%+.

English Language requirements

The English language test can be waived and a Medium of Instruction Letter can be submitted if:

- Applicants who have achieved ECCTIS UK recognised High-School Certificate within the last 2 years where the medium of instruction was entirely in English (teaching and assessment). Medium of instruction letter can also be accepted if the applicant have graduated within the last 5 years but must be supported by a Duolingo test
- Canadian nationals who have completed a bachelor's degree at an English-speaking University must submit a Medium of Instruction Letter

*If you do not meet the above academic requirements, applicants with professional qualifications and/or 4 or more years of full-time work experience will be considered on an individual basis.

The BSc equips students with key transferable skills essential to a career as an international business professional. More specifically, this course aims to:

Knowledge

- Understand how the specific features of management work together with business administration in a global context.
- Discuss and apply coherent and detailed knowledge of international business and management.
- Debate current professional opinion and research about trends in business and management and changes which may affect its development in the near or mid-term future.

Skills

- Initiate and carry out projects - exercising initiative and personal responsibility - related to international businesses and help them to formulate and achieve defined strategic goals.
- Apply high-quality managerial and professional skills to create compelling, professional communications to both specialist and non-specialist audiences.

- Plan and manage their own ongoing professional development making appropriate use of professional opportunities, networks, publications and research sources.

Application

- Use in-depth information to analyze complex problems and suggest creative (sometimes original) solutions appropriate to professional practice in international business and management.
- Manage operations, innovations and people management to identify and respond to changing briefs in a range of business and management delivery contexts.
- Evaluate critical arguments and information (that may be incomplete) to frame appropriate questions and make judgments regarding solutions to problems related to international business and management.
- Apply a range of methods and techniques to review, consolidate, and extend their knowledge, skills and attitudes to support decision-making within the respective industries.

Admissions Process

Applying to study with BSBI has never been easier! Here's how it works:

1. Create an account here: start.berlinsbi.com/login
2. Select the programme and intake you would like to apply for.
3. Complete all sections of the online application.
4. Submit your application.
5. Our admissions team will liaise with you with regards to the next steps.

Once you have been accepted, you need to apply for a German student visa as soon as possible. To do this, you must:

- Make an appointment with the German embassy in your country and complete an application form (the administrative fees for this are usually around €60)
- Ensure that you provide all the correct documents to avoid being refused entry into the country. Your visa confirmation will take on average two to three months, depending on your country.

It should be noted that the student visa or 'Visum zu Studienwecken' only lasts for three to six months. For more information about the visa requirements you need to study in Germany visit:

berlinsbi.com/international-student-guide

Delivery: On Campus/Online

Fees: €9,000 (international students) | €7,000 annum (EU students)

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Berlin School of Business and Innovation (BSBI) is in partnership with the University for the Creative Arts (UCA), a Gold Standard institution under the Teaching Excellence and Student Outcomes Framework (TEF). As a result of this partnership, BSBI is able to offer this programme. UCA is an acclaimed creative institution in the UK that ranks highly in all three of the major UK league tables. The university has also been ranked 13th out of all UK universities in The Guardian League Table 2020.

The information in this publication is correct at the time of printing and subject to change at any time. For the latest information, please visit: berlinsbi.com