



BSc

International Business Management

Gain valuable experience in Germany
and abroad to shape your future in
international business management.



Dive into the fascinating world of international business and enjoy a unique experience amongst students from over 40 countries at GISMA Business School at our Berlin-Potsdam campus. From international marketing to strategic management and intercultural communication, you'll learn everything you need to build a successful business career.

You can combine this with an internship or business project with global companies such as SAP, Amazon or Alibaba so that you'll be ready to kick-start your career as soon as you graduate.

This programme is awarded by GISMA Business School.

Why study at GISMA?

GISMA Business School is a state recognised University of Applied Sciences which also benefits from AMBA accreditation which was awarded for our Global MBA, an honour shared by only 6 business schools in Germany and 2% of all business schools worldwide. The prestigious AMBA accreditation represents innovation and excellence in education, which is core to our values at GISMA.

Who is the course suitable for?

The programme is perfect for those who are interested in developing an international career in the business world. This degree is for those who want the tools for success in any international organisation, from small innovative start-ups to large well-established corporations.

Career progression

The BSc International Business Management covers a broad range of international topics so that you can choose to seek employment in various fields such as finance, marketing, HR, and general business. You may also pursue a postgraduate degree such as an MBA or an MSc in International Business Management.

To help support you in your future career, this degree includes a Career Development semester, in collaboration with the GISMA Career Centre. This semester is part of your third year and will help you prepare for a career that makes the most of all the skills you have learnt throughout your programme.

Course modules

International Business

- Introduction to Globalisation
- Comparative Country Studies and Political Risk Assessment
- Project Management
- International Business Law
- Global Sourcing
- International Marketing
- Leadership in a Digitalised and Globalised World

General business competencies

- Digital Marketing Methods
- Financial and Cost Accounting
- HR Management
- Financial Reporting
- Fundamentals of Strategic Management
- Finance and Investment
- Sustainability Management

Digital competencies

- Digital Transformation and Cases
- Economics and Digital Economics
- Innovation Management in a Digital and Globalised World

Action and intercultural competencies

- Foreign Language
- Intercultural Skills and Ethics
- Creative Problem Solving and Strategy Development
- Internship

Study Abroad, Internship or Career Development Semester

Scientific and Methods Competencies

- Business Mathematics
- Statistics
- Academic Writing and Research Methods
- Bachelor Thesis

The modules and electives provide a broad range of learning opportunities, and the broad spectrum of learning outcomes range include,

- This programme covers all aspects of data science, from statistical modelling to big data and data governance.
- You'll dive into the highly relevant topic of AI and predictive analytics and you'll learn to make strategic decisions based on data. You will also acquire intercultural communication skills and digital business competencies such as digital marketing and economics.



Campus: GISMA Potsdam Campus, Germany
Study mode: Full-time
Start date: Jan, Apr, Jun, Sept
Duration: 36 months

Qualifications

- General university entrance qualification
- English proficiency: B2 (IELTS 5.5.) or equivalent

Application documents

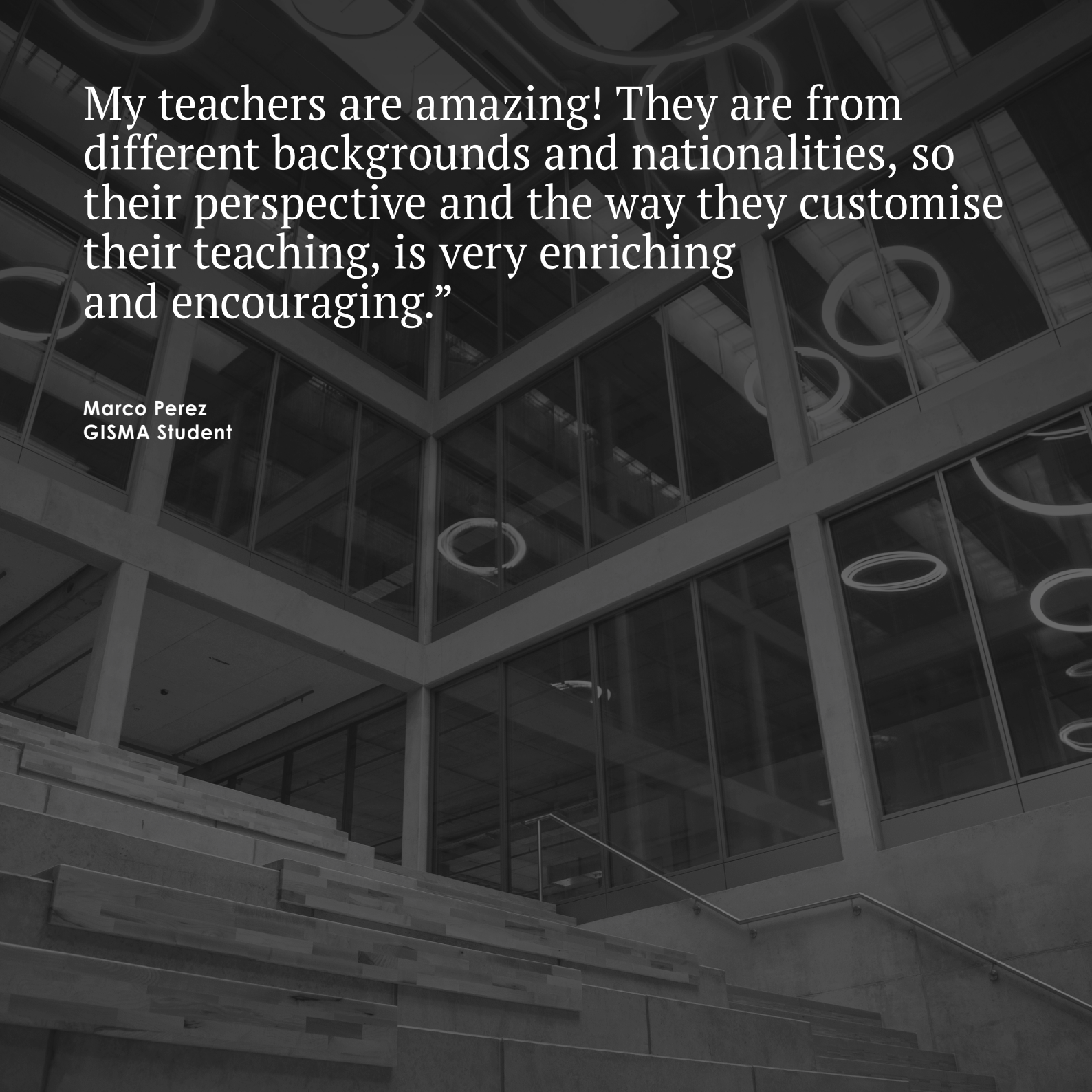
- CV
- Passport copy (can be identity card for EU students)
- Letter of motivation
- Proof of university entrance qualification (certified copy; foreign language certificates must be accompanied by a German or English translation)
- Proof of required English language skills

Pricing

	Total tuition fees	Early bird discount
EU Students	€ 28,800	Up to 25% on each year**
International Students	€ 31,500	Up to 25% on each year**

** 25% early bird offer for applications submitted at least 8 weeks before orientation date.





My teachers are amazing! They are from different backgrounds and nationalities, so their perspective and the way they customise their teaching, is very enriching and encouraging.”

Marco Perez
GISMA Student

This degree programme has been awarded the quality seal of the Accreditation Council Foundation. It was first assessed by FIBAA in a multi-stage accreditation procedure and then successfully accredited by the Accreditation Council Foundation. The Accreditation Council Foundation is a joint institution of the federal states of Germany for quality assurance in study and teaching at German universities. The quality seal of the Accreditation Council Foundation certifies, among other things, compliance with academic standards and formal requirements.

Get in touch

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