

Degree: Bachelor of Science (B.Sc.)

International Business Management



Prepare for a career in the global economy: This Bachelor's programme combines a solid foundation in business administration with intercultural skills. You will study core areas such as finance, marketing, human resources and project management, while gaining the ability to work effectively in international teams and across cultures.

Practice-oriented modules and an international focus will equip you to analyse business challenges, develop solutions and manage projects in global organisations. You will also strengthen problem-solving, communication and digital skills, preparing you to address future challenges, integrate sustainability and use artificial intelligence to drive transformation.

The Bachelor's programme "International Business Management" is taught entirely in English and will be completed with the academic degree Bachelor of Science (B.Sc.).

Support for all issues relating to your study

Phone: +49 201 81004 864 WhatsApp: +49 171 3338539

Monday to Friday from 9:00 a.m. to 4:00 p.m. German time

E-Mail: Send us an email to: incomings@fom.de

Location

Essen

Duration

6 semester

Credit Points

180 ECTS

Accreditation

FOM University of Applied Sciences is accredited by the German Council of Science and Humanities and was the first private university in Germany to be system-accredited by FIBAA in 2012. This means that all FOM degree programmes are state and internationally recognised.

Total costs

€27,500 including registration fee, tuition fee and examination fee.

Your career prospects

[You can take on the following jobs:](#)

- International Business Manager
- Management Consultant
- International Project Manager
- International Product Manager
- Global Supply Chain Manager
- International Marketing Manager
- International HR Manager
- International Key Account Manager

More information
on the degree programme



1st semester**Time & Self-Management & Resilience (6 CP)**

- Basic principles of time management
- Methods for self-optimisation (e.g. Pareto principle, ABC analysis)
- Resilience and stress management
- Study and workplace methods

International Business Management (6 CP)

- Basics of business administration
- Entrepreneurship and Economics in a global context
- Product/business lifecycle

Mathematics (7 CP)

- Fundamentals of mathematics
- Linear algebra
- Differential calculus, integral calculus and welfare analysis

Human Resources & Leadership (7 CP)

- Human resource management
- Organisational and change management
- Sustainable leadership

Project Management (6 CP)

- Project management process
- AI in project management
- Agile project management

2nd semester**Business Communication Skills (6 CP)**

- Basic business communications
- Written communications
- Conducting negotiations
- Presentation skills

Academic Writing & Research Skills – International Business Management (6 CP)

- Importance of academic work in higher education
- Basic formal requirements
- Scientific structure
- Selection of appropriate research methods

Quantitative Methods (7 CP)

- Introduction to R
- Methods and interpretations
- Probability
- Hypothesis testing

Management Accounting (7 CP)

- Bookkeeping
- Balance sheets
- Balance sheet analysis
- Cost accounting

Innovation & Entrepreneurship (6 CP)

- Entrepreneurship & company formation
- Future technologies (e.g. AI) and their impact on markets and business models
- Developing a business idea

3rd semester**Business Psychology (6 CP)**

- Psychological models on the fundamentals of individual and group behaviour
- Psychological background on job satisfaction and motivation
- Psychological correlations regarding the impact of marketing and purchasing decisions

Business & Private Law (6 CP)

- German Civil Code (BGB), General Part
- Law of obligations
- Commercial law

International Economics (7 CP)

- Welfare concepts
- Governmental interventions
- International economics

Finance & Investments (7 CP)

- Stakeholder versus shareholder management
- Dimensions and objectives of financial management
- External and internal financing planning
- Digital and green finance

Quantitative Project: Data Literacy (6 CP)

- PPDAC cycle
- Data analysis project
- Modelling
- Statistical software

4th semester**Applied Knowledge & Information Management (6 CP)**

- Fundamentals of knowledge and information management
- Searching and handling data, information, and knowledge
- Application of AI-based technologies with prompt engineering

Quantitative Methods (6 CP)

- Fundamentals, Opportunities, and Limitations of Qualitative Research
- Planning, Implementation, and Evaluation of One's Own Research Projects
- Use of Artificial Intelligence in Qualitative Research Projects

Strategisches Management (7 CP)

- Concepts and tools of strategic management
- Industry analysis and development of business strategy
- International and global market entry strategies
- Decision theory models

International Marketing & Sales (7 CP)

- Specifics of international marketing
- International market analysis
- International marketing and sales strategies and organisational structures
- Marketing mix for global markets

Sustainable Transformation & Change (6 CP)

- UN's Sustainable Development Goals (SDG)
- Impact of climate change on businesses and societies
- Socio-economic aspects of sustainability
- Corporate social responsibility strategies

5th semester**Intercultural Competence (6 CP)**

- Intercultural management in a globalised world
- The power of culture and different cultural dimensions
- Corporate cultures and management styles

Crisis Management (6 CP)

- Approaches to crisis detection, assessment and management
- Core elements, concepts, and measures of turnaround management
- Analysis and interpretation of current cases from the international business context

Risk Management (7 CP)

- Risk categories for banks and companies
- Risk management cycle
- Diversification and flexibility
- Optimal decisions under uncertainty

Global Supply Chain Management (7 CP)

- Goals, tasks and frameworks of global supply chain management
- Efficient consumer response
- Planning process
- Procurement, production and distribution as part of supply chain management

Bachelor Thesis – Methods & Tools (6 CP)

- Formal, substantive, and methodological requirements for academic work
- Approaches to topic selection
- Academic arguments

6th semester**Career Coaching (6 CP)**

- Refining one's personal competency profile
- Professional prospects and identity
- Career counselling and job application strategies
- Use of innovative AI tools in the application process

Bachelor's Thesis and Colloquium/ Defence (14CP)

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