



**Hochschule Düsseldorf**  
University of Applied Sciences



**Faculty of  
Business Studies**

**Bachelor of Arts**

# **International Management**

## **Profile**

The bachelor's programme International Management teaches you the core business skills required in an international context. The programme's concept prepares you for both specialist and management positions with an international focus. As a graduate, you will be able to work for companies or organisations operating in the global market.

The academic programme covers topics such as business administration, accounting, taxation, economics, quantitative methods in empirical research, global strategy and finance, intercultural management and organisation.

In some of the courses, the language of instruction is English (e.g. International Business Economics and some elective courses). In addition, you learn

- business English and a second foreign language (business French or Spanish) as well as

- academic working practices and key management competences.

Furthermore, you also have opportunities to acquire additional skills.

For more specialised management skills, you can choose between the following elective modules with a functional focus:

- Marketing Management,
- International Marketing Management,
- International Economic Policy for Managers,
- International Distribution Management,
- International Human Resources Management,
- Current Trends in Controlling and
- Information Purpose of Financial Reporting.

The project module combines subjects you have already studied in theory and provides further specialisation options:

- corporate internationalisation or
- corporate culture and corporate responsibility.

During the Financial Global Business Simulation, you apply your theoretical knowledge to practical decision-making.

The syllabus includes a compulsory semester abroad, complementing its overall international focus. The study programme concludes with a bachelor's thesis and a colloquium.

**Please note:** The language of instruction is partly German, partly English.

## Career Options

The programme qualifies you for advanced management positions in international business with further promotion prospects towards leading management responsibilities. As a graduate, you have plenty of options within management levels of internationally oriented large corporations, mid-sized businesses or organisations – in the industry, logistics, trade, commerce, communications, the energy and financial sectors etc. You could work in areas such as (international) marketing, international sales and retail, communications with an international focus, international controlling and accounting or in HR departments in multinationals.

## Admission Requirements

Please check if you meet all requirements for admission to the study programme. Further information:

[wiwi.hs-duesseldorf.de/bim-en](http://wiwi.hs-duesseldorf.de/bim-en)

# SYLLABUS

## SEMESTERS 1-2

- Management
- Quantitative Methods
- Economics
- Accounting and Taxation
- Business English
- Business French or Business Spanish

## SEMESTERS 3-5

- International Business Economics
- Academic Working Practices and Research Methods
- Business Law
- Business English and Intercultural Communication
- Business French or Business Spanish
- Compulsory semester abroad
- Elective module (starting in semester 4):  
Marketing Management | International Marketing Management |  
International Economic Policy for Managers | International  
Distribution Management | International Human Resources  
Management | Current Trends in Controlling | Information  
Purpose of Financial Reporting

## SEMESTERS 6-7

- Global Strategy and Finance
- Financial Global Business Simulation
- Elective project module: Corporate Internationalisation or  
Corporate Culture and Corporate Responsibility
- Intercultural Management and Organisation
- Elective module (see list above)
- Bachelor's thesis
- Colloquium

Please check the module manual for detailed information on the contents of the study programme at [wiwi.hs-duesseldorf.de/bim-en](http://wiwi.hs-duesseldorf.de/bim-en)

## Further Information

### Events for prospective students (in German only)

[hs-duesseldorf.de/zsb\\_veranstaltungen](https://hs-duesseldorf.de/zsb_veranstaltungen)

### How to apply

[hs-duesseldorf.de/prospectivestudents/degreeseekings/application](https://hs-duesseldorf.de/prospectivestudents/degreeseekings/application)

### Information for international applicants

[hs-duesseldorf.de/degreeseeking](https://hs-duesseldorf.de/degreeseeking)

### About the programme and admission requirements

[wiwi.hs-duesseldorf.de/bim-en](https://wiwi.hs-duesseldorf.de/bim-en)

## Get in Touch

### Dean's Office at the Faculty of Business Studies

[dekanat.wirtschaftswissenschaften@hs-duesseldorf.de](mailto:dekanat.wirtschaftswissenschaften@hs-duesseldorf.de)

### Student Advisory and Counselling Service (ZSB)

[studienberatung@hs-duesseldorf.de](mailto:studienberatung@hs-duesseldorf.de)

[hs-duesseldorf.de/zsb-en](https://hs-duesseldorf.de/zsb-en)

### Admissions Office

[zulassung@hs-duesseldorf.de](mailto:zulassung@hs-duesseldorf.de)

[hs-duesseldorf.de/zulassungsstelle](https://hs-duesseldorf.de/zulassungsstelle) (in German only)

### International Office (IO)

[international-office@hs-duesseldorf.de](mailto:international-office@hs-duesseldorf.de)

[hs-duesseldorf.de/io-en](https://hs-duesseldorf.de/io-en)

### Family Support Centre

[familienbuero@hs-duesseldorf.de](mailto:familienbuero@hs-duesseldorf.de)

[hs-duesseldorf.de/fam-en](https://hs-duesseldorf.de/fam-en)

### Disability Services (ABS)

[barrierefrei@hs-duesseldorf.de](mailto:barrierefrei@hs-duesseldorf.de)

[hs-duesseldorf.de/abs-en](https://hs-duesseldorf.de/abs-en)

### Psychological Counselling Service (PSB)

[info.psb@hs-duesseldorf.de](mailto:info.psb@hs-duesseldorf.de)

[hs-duesseldorf.de/psb-en](https://hs-duesseldorf.de/psb-en)

HSD on social media  
[facebook.de/hsduesseldorf](https://facebook.de/hsduesseldorf)  
[instagram.com/hsduesseldorf](https://instagram.com/hsduesseldorf)

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