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: 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.

Further Information

Events for prospective students (in German only)
hs-duesseldorf.de/zsb_veranstaltungen

How to apply
hs-duesseldorf.de/application

Information for international applicants
hs-duesseldorf.de/degreeseeking

About the programme and admission requirements
hs-duesseldorf.de/bim-en

HSD on social media
facebook.de/hsduesseldorf
instagram.com/hsduesseldorf

Get in Touch

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Disability Services (ABS)
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Publisher: Hochschule Düsseldorf – University of Applied Sciences
Student Advisory and Counselling Service (ZSB)
in cooperation with the Department of Communication and Marketing and the Diversity unit
Last updated: March 2026