



Bachelor of Science in International Business Management (trinational)

- Study in 3 languages in 3 countries
- 3 bachelor's degrees
- 3 integrated internships

International Business Management (trilingual)

Are you looking for a successful career in an internationally connected world? Our unique Bachelor of Science in International Business Management is designed with you in mind. It equips you with everything you need to the power of three:

Study in three languages (English, French and German) in three countries (in Basel, Colmar and Lörrach)

You will study and work with classmates from Germany, France and Switzerland, changing country and tuition language every semester. This is a great opportunity to improve your language skills and master the diverse communication challenges of studying and working in different linguistic and cultural environments, which is invaluable preparation for a career in international management.

Business experience in three integrated internships

You will gain a wealth of international business knowledge through multicultural lectures, group work and projects. The programme also includes three integrated internships which you complete between semesters and after the sixth semester.

Three bachelor's degrees from three different countries

Upon completion of the degree programme you will be awarded not just one, but three internationally recognised bachelor's degrees.

Career prospects

As an International Business Management student you learn to operate successfully in the dynamic international labour market. You are trained to communicate skillfully in German, French and English. In addition, you have the opportunity to take elective language courses such as Spanish and Chinese. Most important of all, you develop the ability to see the world through the eyes of others.

The degree programme produces graduates with outstanding cross-cultural competence who are mobile, flexible and committed to life-long learning. Most graduates go on to become managers in international organisations and corporations or project leaders of multicultural teams. They are offered attractive positions with major companies in Europe and around the world.

Career opportunities

Project Manager

Product Manager

Purchasing Manager

Key Account Manager

Marketing Manager

Purchasing Consultant

Supply Chain Specialist

Business Analyst

Human Resource (HR) Specialist

Key data

Degree	International Business Management - Bachelor of Science FHNW - Bachelor of Arts DHBW - Licence Gestion UHA
ECTS points	210
Start September	(calendar week 39)
Studying mode	Full-time
Duration	3.5 years (including internships)
Teaching languages	English, French and German
Locations	Colmar (semesters 1+4) Lörrach (semesters 2+5) Basel (semesters 3+6)
Semester fee	CHF 700

Applying management knowledge and intercultural communication skills to solve problems and exploit opportunities in a globalised business environment: that is what the trinational bachelor's degree in International Business Management is all about.

fhnw.ch/study-ibm



Customer Care Center







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For further information on the application process in International Business Management go to:

fhnw.ch/study-ibm



Module overview

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	
							
Colmar in French	Lörrach in German	Basel in English	Colmar in French	Lörrach in German	Basel in English	In-company	ECTS
General Management							42
- Introduction to Business Management - Financial Accounting	- Introduction to International Business - Management Accounting	- Organisation - Corporate Finance I	- Supply Chain Management - Corporate Finance II	- Leadership - Services Management - Corporate Management and Digitisation	- Strategic Management - International Taxation - Human Resource Management		
Cross-Cultural Management & Marketing							36
- Fundamentals of Cross-Cultural Management - Fundamentals of Marketing	- Communication - Marketing Mix	- Intercultural Management Styles - Marketing Research	- Negotiation - Consumer Behaviour	- Cross-Cultural Leadership - Marketing Strategy and Planning	- Conflict Management - Project Management		
Economics, Methods & Law							48
- Microeconomics I - Business Mathematics I - Statistics	- Microeconomics II - Business Mathematics II - Business Analytics I	- Macroeconomics I - Digital Marketing - Cases in European Business Law	- Macroeconomics II - Business Analytics II	- International Economics - Sustainable Entrepreneurship	- Trinational Economic and Political Cooperation - Business Ethics - Digital Transformation		
Languages							36
- English - French or German	- English - French or German	- English - French or German	- English - French or German	- English - French or German	- English - French or German		
Electives*							9
- ICT Applications - Commercial Negotiations	- Business Game - Rhetorics	- Chinese - Spanish - China Examined - Decision Making - How The Media Work - SIY: mindfulness-based emotional intelligence	- Chinese - Spanish - Entrepreneurship - International Trade	- Chinese - Spanish - Financial Mathematics - Sustainable Corporate Management	- Chinese - Spanish - Human Centered Leadership - Doing Business in China - Environmental Economics - Think Tank		
Live Projects and Written Theses							39
	- First Year Live Project		- Second Year Live Project Report: DUT Thesis			- Final Live Project - Bachelor's Thesis	

* Number and titles vary according to students' demand; one Elective per year mandatory.

The FHNW University of Applied Sciences and Arts Northwestern Switzerland comprises the following schools:

- FHNW School of Applied Psychology
- FHNW School of Architecture, Construction and Geomatics
- Basel Academy of Art and Design FHNW
- **FHNW School of Business**
- FHNW School of Education
- FHNW School of Engineering
- FHNW School of Life Sciences
- Basel Academy of Music FHNW
- FHNW School of Social Work

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