



## **Bachelor of Science in Business Administration International Management**

- Gain cross-cultural and international experience
- Create a network for the future
- Prepare for a successful business career
- Build strong teams and gain leadership skills

# International Management

## Steering business into the future

In today's business world, long-established business models and traditional markets are being outpaced by agile players who are rapidly taking the global stage. Your role as a manager is to lead the way in this dynamic environment, spearheading your company's efforts to enter new markets and optimising internal processes.

## Business all-rounders in great demand

Your degree will open the door to many exciting opportunities, from being a project manager or a consultant to becoming a member of senior management. You will find yourself highly sought after, with opportunities in small and medium-sized enterprises, start-ups, multinational organisations, non-governmental and non-profit organisations. You will have career prospects in a wide range of industries from manufacturing to services.

## Learning to analyse, evaluate and make sound decisions

Our team of highly qualified lecturers will provide you with the foundation you need to identify and analyse the opportunities and risks in a range of business and management situations. You will learn to capitalise on the increasing interconnectedness of businesses, markets and people within and across borders and industries.

## Building powerful teams

Your studies at FHNW will equip you with the skills you need to successfully collaborate with, motivate and lead a team of your peers, to bring your ideas to life and to set things in motion.

## Studying in English

Studying International Management means studying in English, the international language of business. All communication – including lectures, assignments and administration – is conducted in English.

## Gaining international and cross-cultural experience

As a full-time IM student you will spend up to two semesters at one of our 204 international partner universities; as a part-time student you are given the same opportunity, if your commitments allow. You may choose from a number of other international experience options. You will develop intercultural skills and a global mind-set, which will prepare you to work confidently and effectively with global partners.

# Career prospects

Your degree will prepare you for a successful career and enable you to understand how firms become and remain competitive in the dynamic international landscape. You will become proficient in management theories and techniques pertinent to managing a company and people in a multicultural business environment.

The practical focus of the programme – including project work, business simulations and case studies – will deepen your appreciation of why, and how the development and local adaptation of business and management concepts in other business environments is crucial for both local and international business. You will develop intercultural and interpersonal communication skills that will ensure your ability to consider issues of diversity which will enable you to work successfully in global business contexts.

# Career opportunities



## Key data

<b>Degree</b>	Bachelor of Science in Business Administration (International Management)
<b>ECTS points</b>	180
<b>Start</b>	September and February (Brugg-Windisch only)
<b>Studying mode</b>	Full-time, part-time, combi track with a mix of on-campus and online taught modules
<b>Duration</b>	3 or 4 years
<b>Teaching language</b>	English
<b>Locations</b>	Brugg-Windisch or Olten
<b>Semester abroad</b>	Mandatory for full-time Optional for part-time
<b>Double Degree</b>	Possible
<b>Semester fee</b>	CHF 700 CHF 1 000 EU/EFTA CHF 5 700 NON-EU/EFTA

International Management prepares graduates for today's competitive global marketplace – graduates gain a clear understanding of the challenges of international management practices and the skills to successfully respond to them.

[fhnw.ch/study-im](https://fhnw.ch/study-im)



### Customer Care Center

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

[fhnw.ch/study-im](https://fhnw.ch/study-im)



# Module overview full-time

Assessment Stage		Main Study			
Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Financial Accounting	Information Management	Marketing	Business Processes & Project Management	Entrepreneurship & Innovation	Business Communication 4
Business Maths & Statistics 1	Management Accounting	Corporate Finance	Financial Reporting & Controlling	Supply Chain Management & Sustainability	Integration Module
Business Communication 1	Business Maths & Statistics 2	Business Communication 3	Empirical Methods & Business Analytics	Specialisation Part 1	Specialisation Part 2
Critical Approach & Business Ethics	Business Communication 2	HRM & Organisational Behaviour 2	Research Paper	Project Work	Bachelor Thesis
Foundation of Business Law	HRM & Organisational Behaviour 1	Macroeconomics	Business Electives	Business Electives	
Principles of Management	Microeconomics	Context Modules	Context Modules		

Areas of competence	
Module group	ECTS
organising and developing	25
calculating and controlling	30
analysing and deciding	15
integrating and implementing	45
communicating and leading	30
understanding your environment	25
Focus Modules	10
<b>Total ECTS</b>	<b>180</b>

## Assessment stage

During the assessment stage, you will lay the foundation of your management education. At the same time, you will learn about your professional strengths.

## Main programme with an individual study profile

In addition to the compulsory modules, you can choose from an attractive range of elective modules and international projects. In the final year of studies students have an opportunity to choose a specialisation. A specialisation is a set of modules that allows students to deepen their knowledge of a particular aspect of the main discipline and to tailor their studies more closely to own you strengths and preferences. Practical projects and the final bachelor's thesis link theory with practice and complete your education.

## Full-time, part-time or part-time combi (on-site/online)

The choice is yours. The study programme can be completed full-time in three years or part-time in four years. You can choose between the classic part-time model or the combi study track, combining online and on-campus learning. If you decide to study part-time, the modules shown above will be spread out over four years instead of three. Part-time students can have up to 15 ECTS points credited to their studies if they work at least 50% in a commercial capacity. It is also possible to change from the full-time to the part-time model during your studies and vice versa.

## Areas of Specialisations



- Banking and Finance
- Business Innovation
- Compliance Management\*
- Corporate Communication\*
- Digital Business\*
- Economic Psychology
- Entrepreneurship\*
- Financial Management and Auditing\*
- Financial Management and Controlling\*
- Financial Management and Fiduciary Services\*
- HRM & Change\*
- International Financial Management
- Managerial Data Science\*
- Marketing

\* in German only

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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