

INTERNATIONAL BUSINESS &
DIGITAL MANAGEMENT B.A.

| BACHELOR
| DUAL

FHDW

[Fachhochschule
der *Wirtschaft*]



INTERNATIONAL BUSINESS AND DIGITAL MANAGEMENT

www.fhdw.de

What is a dual Bachelor's degree program?

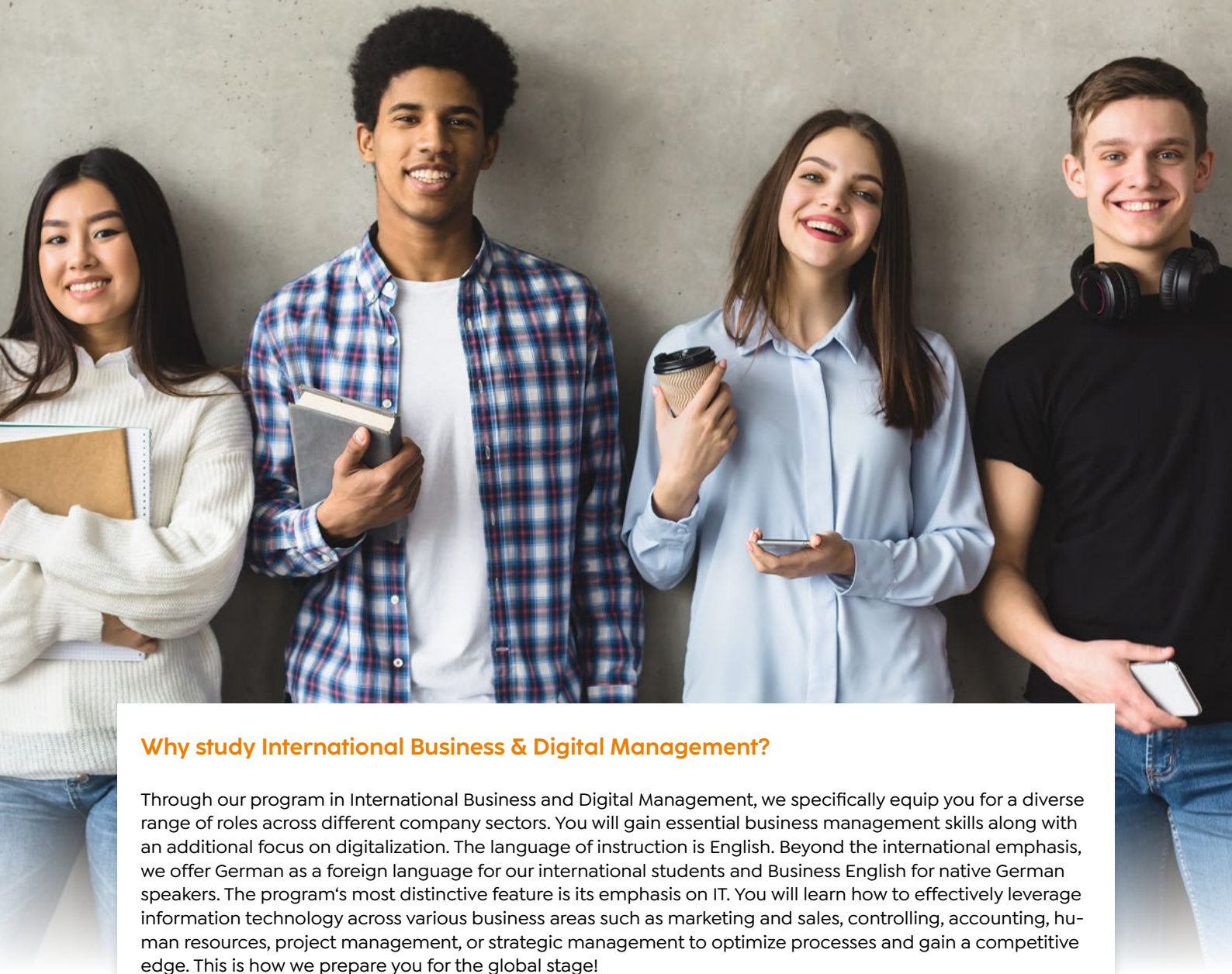
In a dual Bachelor's degree program, practical relevance is at the top of the priority list! In our dual study program you will alternate between theoretical phases at the university and practical phases at a company. This way, you will directly apply the theoretically acquired knowledge in practice. You decide whether you want to spend your practical phases all in one company or get to know different companies during your studies. At the FHDW, you obtain your Bachelor's degree in three years, ensuring you acquire essential expertise for your future career.



Study program in the dual Bachelor's degree course

During your second, third, and fifth semesters, you'll spend half of your time working with the partner company. In the fourth semester, you'll be fully engaged there. This approach ensures that your academic journey includes a balanced mix of hands-on experience and theoretical knowledge. The well-organized curriculum guarantees a thorough education that prepares you well for a successful career.

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Introduction to Business	Global Business Environment	International Strategy	Internship Phase III	Global Marketing	International Human Resources Management
Financial Accounting	Business Process Management	Project Management		Controlling	IT-Security
Business Mathematics	Business Statistics	Data Technologies		Operations Management	Business Intelligence
Information Systems & Digitalization	Academic Research	Computing Infrastructures	Internship Phase IV with Project Work	Data Analysis & Machine Learning	Bachelor Thesis + Colloquium
Intercultural Communication	Foreign Language II	Personal & Team-working Skills		Presentation & Negotiation Skills	
Foreign Language I	Internship Phase I	Internship Phase II		Internship Phase V	



Why study International Business & Digital Management?

Through our program in International Business and Digital Management, we specifically equip you for a diverse range of roles across different company sectors. You will gain essential business management skills along with an additional focus on digitalization. The language of instruction is English. Beyond the international emphasis, we offer German as a foreign language for our international students and Business English for native German speakers. The program's most distinctive feature is its emphasis on IT. You will learn how to effectively leverage information technology across various business areas such as marketing and sales, controlling, accounting, human resources, project management, or strategic management to optimize processes and gain a competitive edge. This is how we prepare you for the global stage!

Your benefits



Dual study program in Germany



Cutting-edge knowledge in business administration and IT



Internships in German companies



Intercultural skills and international career opportunities

Especially for international students Why study in Germany?

Are you nearing the completion of your school exams and thinking about your next move? Germany is known for its world-class education system and boasting high-quality institutions that nurture your academic aspirations. The country is distinguished by its robust economy, marked by a strong export sector, formidable international relations, and a prominent role in the digital economy, particularly in Industry 4.0 and digitalization.

Prerequisites

1. A recognized university entrance qualification to German universities
2. Proof of language proficiency in English - level B2 (TOEFL at least 92 Points Internet based, IELTS at least Band 6.5, Cambridge English B2 First, B2 Business Vantage)
3. Proof of language proficiency in German - level B1 (Goethe Zertifikat B1, TELC B1 The European Language Certificates, DSD I Deutsches Sprachdiplom)
4. For non-EU citizens: student visa. More information can be found on our website

Application process

Online applications only



The QR code will take you to our online application. Please upload all the documents listed there.



Checking your documents



We can only check your application and proceed if we have received all the necessary documents.

Assessment center



If your documents confirm your suitability, we will invite you to an interview and assessment center. At the assessment center, we test various dimensions such as existing knowledge of business and IT as well as analytical thinking skills. International applicants will be offered an online assessment option.

Getting started



If you have not yet found a partner company for the dual study program, we will support you in your search.

Long story short



B.A.
Bachelor of Arts



The program lasts a total of 36 months and comprises of theoretical and internship phases



670€ per month and 1 x examination fee 1,500€



The program starts yearly in October

More information?

No problem, our Talent Service team is there for you:

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