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www.th-nuernberg.eu



How to apply

Admission requirements

For a bachelor's degree you will need:

- Recognition of your foreign (school) certificates by

Technische Hochschule Nürnberg
Postfach 210320
90121 Nürnberg

Contact:

International Business
Phone: +49 911/5880-2888
Email: ib-bachelor-ib@th-nuernberg.de

Registration

The bachelor's degree program in International Business at Nuremberg Tech starts every winter semester in October. The period of application submission is

- May 2-July 15

Prospective students may apply online at:

www.th-nuernberg.eu/application



After the bachelor's degree

Students who have finished their bachelor's degree in International Business may want to continue their academic education in one of our master's degree programs

- International Finance and Economics (M.Sc.)
- International Marketing (M.A.)

to obtain an even higher level of specialization.

We advise you

Contact Point for Prospective Students

Do you have queries about application, admission, study offers? Then contact us. We are the first one for you to inquire.

Contact:

Phone: 0911/5880-4114
Email: studienstart@th-nuernberg.de

www.th-nuernberg.de/studieninteressierte



Student Counseling Portal

Here you can chat with fellow students. Ask questions online, competent students or employees will be happy to advise you.

www.th-nuernberg.de/studienberatungsportal



Academic Advisor

We offer advisory service around the recognition of academic certificates or professional qualifications and answer questions concerning specific contents of the degree program.

Contact:

Prof. Dr. Felix Streitferdt
Phone: 0911/5880-2722
Email: felix.streitferdt@th-nuernberg.de

How to reach us

Department of Business Administration/International Business

Here you find us:

Location **B** at Bahnhofstraße 87, Building BL

Contact:

Phone: +49 911/5880-2888
Email: ib-bachelor-ib@th-nuernberg.de

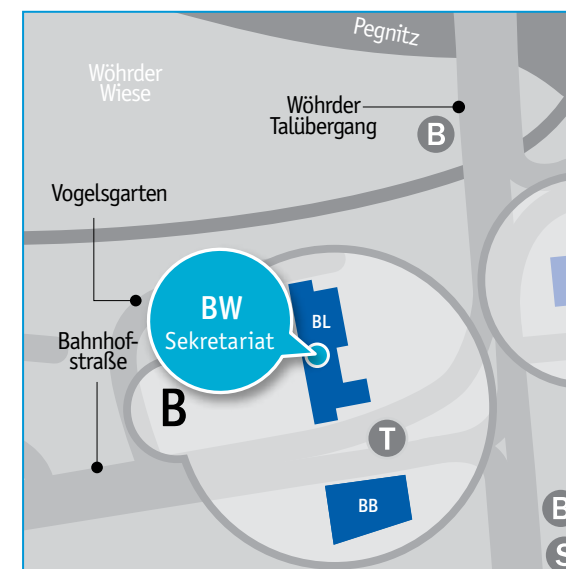
Where to find us

Directions

The Nuremberg Institute of Technology locations are situated near downtown Nuremberg and easy to reach **by public transport**.

If arriving **by car** from any direction, follow the signs to downtown („Centrum“) and for university („Hochschule“).

You will find the Department of Business Administration at Location B at Bahnhofstraße, Building BL.



Find area maps and addresses at:

www.th-nuernberg.eu/maps



International Business

Bachelor's degree program

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Who we are

Nuremberg Institute of Technology

The Nuremberg Institute of Technology (Nuremberg Tech) which numbers more than 13,000 students, is the third largest university of applied sciences nationwide.

A diversified range of study programs with a big variety of selections provides a strong practical focus. Twelve faculties offer basic and advanced degree programs as well as professional development programs, cooperative education programs and dual system programs.

The most research-intensive of all Bavarian universities of applied sciences and leading in third-party funds, Nuremberg Tech is a motor of innovation in the metropolitan region and maintains excellent ties with local and international companies.

The Nuremberg Institute of Technology is also active as a global player and has established more than 150 partnerships with other universities. This facilitates international exchange programs and benefits more than 1,100 foreign students from 96 countries.

Department of Business Administration/ International Business

Nuremberg Tech's Department of Business Administration offers the exclusive "International Business" study program to about 60 students per year. Approximately one third of them are international students who add internationality to this program from the very beginning. Highly qualified professors and lecturers who distinguish themselves by their longstanding experience in private economy, combine in their courses theoretical and practical knowledge. Unique trademark of the International Business program, however, is the students' close personal contact to staff and faculty members of our department.



Available for your studies will be state-of-the-art computer labs as well as an excellently equipped library with a wide range of textbooks, magazines and scientific commentaries.

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What experts in International Business do

Feel confident on the international stage: Business Administration graduates work in leading positions in all areas of international business. They are consultants for corporations, or in human resources management, take responsibility for business transactions or organizational finances. On their own or together with their teams they work on planning and managing financial budgets, negotiate with business partners and allocate human resources. They develop manpower demand schedules or overview the logistics of the company. In marketing, they act as internal or external facilitators, design concepts and strategies, and control the marketing budget. International Business graduates are employed by companies, government agencies, local municipalities or multi-national organizations.

Career outlook

The advancing globalization of the economy brings about constant changes in international markets, and dynamic processes require highly qualified business experts who work with a long-range perspective on stabilizing our future.

Graduates of our specialized International Business degree program are well prepared to assume leading positions in internationally operating companies.

The program's international focus opens the door to many exciting management positions, both now and in the future.

Program structure

The curriculum in International Business offered at Nuremberg Tech reflects the variety and the international aspects of future employment opportunities.



During seven semesters (which is the scheduled study period to complete this program) students will receive a comprehensive, application-oriented education which includes special courses for developing soft skills. English is the only language of instruction during the first three semesters and the predominant language later on. Additional language courses in Spanish, French, Italian and "German for International Students" serve to prepare students for their subsequent international careers.

During the fourth semester, the student will complete a 20-week international internship in a company. Subsequently, the fifth semester will be spent abroad at one of our more than 70 partner universities.

Numerous electives offer the opportunity to focus on special aspects of international business.

Semesters 1 to 3

Foundations in Management
Foundations of Business Administration, Business Law, Business Informatics, Business Mathematics, Business Statistics

Business Languages
Business Language I (English), Business Language II (French, Spanish, Italian or German)

Business Accounting
Financial Accounting, Cost Accounting

Economics
Microeconomics, Macroeconomics

Business Focus Subjects
Personnel Management, Marketing, Operations Management, Finance, Investment & Capital Budgeting, Environmental Management in Business

Special Techniques
Scientific Methods and Research, Presentation and Communication Techniques, Intercultural Communication

Semester 4

International internship semester

Semester 5

Semester abroad

Semesters 6 and 7

Management
Strategic Management, International Management

Business Electives
Product and Market Development, Export Management, International Project Evaluation, Energy and Development, Distribution and Supply Chain Management...

International Focus Subjects
International Financial Management, International Marketing, International Business Law, Int. Accounting and Taxation, Case Studies in International Business

**Internship Seminar
Project Work
Bachelor's Thesis**