

Study Program @ a Glance:

Bachelor of Science in International Business Economics (IBE)

Goals + Objectives

The study program aims at facilitating students the ability to recognize economic problems, to be able to develop solutions based on economic theory, and to evaluate alternative courses of action. Teaching the theoretical, institutional, empirical, practical, as well as the methodical and economical knowledge of business administration prepares students for a broad spectrum of career fields in national and international departments or in business and entrepreneurship. Moreover, students are introduced to scientific processes. The language of instruction and examination is held exclusively in English.

Students of the bachelor study program IBE gain systematic reasoning, skills, and analytical abilities. These are essential skills for advisory and managerial positions, thus making it possible to understand complex relationships and evaluate problems from multiple perspectives. This bachelor program prepares students for subsequent areas of employment, as well as for a master study program in Economics and Management.

Content

The students shall acquire comprehensive knowledge of economics. This enables students to gain essential insights into the methodological and moral foundations of economics and to assess the social relevance of economic findings and practice. Students will be able to present their learned insights publicly in an understandable and comprehensible manner, taking interdisciplinary references and current cultural developments into account.

The studies contribute to the development of each student's personality. Students gain intercultural communication and behavioral skills and acquire key competencies, e.g. independence and self-organization, a sense of teamwork, a sense of responsibility, and media competence.

The IBE study program trains students in analytical thinking. Students will be imparted with fruitful knowledge and competences in order to classify obtained knowledge and to thus act responsibly. This includes, in particular, the acquisition of essential understandings in core economic areas. The study program is enriched by an in-depth study of mathematical and statistical methods, foreign language studies in economics and business, and appropriate interdisciplinary competences.

The students are introduced to the basics of economic and managerial theories and models, as well as their corresponding methods i.e. analytics and business decision making. Students shall gain knowledge of basic corporate structures and interdependencies of various business fields, in addition to developing a deeper understanding of central economical decision problems and possible solutions.

Career Prospects

Graduates are, aside from the areas of specialization acquired from the bachelor study program in International Business & Economics, employable in international organizations and businesses worldwide. The knowledge gained in IBE qualifies students for leading positions in departments and corporate offices of international companies active in production (material goods, energy), trading (wholesale, mail order business), and service (transport, traffic, distribution, disposal) sectors, management consulting, banks, and careers in finance. Students will be able to work in professional and economic associations, public and private administrations at senior levels, and in newsrooms of business agencies, newspapers, and broadcasting stations.

The academic degree "Bachelor of Science" provides an initial professional higher education qualification. By successfully completing the examinations of the study program, students prove their ability to apply theoretical knowledge, utilize subject related competencies, and operate with scientific research methods that are fundamental for professional practice.

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