

“My teachers are amazing! They are from different backgrounds and nationalities, so their perspective and the way they customise their teaching, is very enriching and encouraging.”

Marco Perez
GISMA Student

This degree programme has been awarded the quality seal of the Accreditation Council Foundation. It was first assessed by FIBAA in a multi-stage accreditation procedure and then successfully accredited by the Accreditation Council Foundation. The Accreditation Council Foundation is a joint institution of the federal states of Germany for quality assurance in study and teaching at German universities. The quality seal of the Accreditation Council Foundation certifies, among other things, compliance with academic standards and formal requirements.

Get in touch

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GISMA
BUSINESS
SCHOOL

BSc International Business Management

Gain valuable experience in Germany and abroad to shape your future in international business management.



Dive into the fascinating world of international business and enjoy a unique experience amongst students from over 60 countries at GISMA Business School. From international marketing to strategic management and intercultural communication, you'll learn everything you need to build a successful business career.

You can combine this with an internship or business project with global companies such as SAP, Amazon or Alibaba so that you'll be ready to kick-start your career as soon as you graduate.

This programme is awarded by GISMA Business School.

Why study at GISMA?

GISMA Business School is state recognised. It also benefits from AMBA accreditation, which was awarded for the Global MBA and is an honour shared by only 6 business school in Germany and 2% of all business schools worldwide. The prestigious AMBA accreditation represents innovation and excellence in education.

Who is the course suitable for?

The programme is perfect for those who are interested in developing an international career in the business world. This degree is for those who want the tools for success in any international organisation, from small innovative start-ups to large well-established corporations.

Career progression

The BSc International Business Management covers a broad range of international topics so that you can choose to seek employment in various fields such as finance, marketing, HR, and general business. You may also pursue a postgraduate degree such as an MBA or an MSc in International Business Management.

To help support you in your future career, this degree includes a Career Development semester, in collaboration with the GISMA Career Centre. This semester is part of your third year and will help you prepare for a career that makes the most of all the skills you have learnt throughout your programme.

Course modules

International Business

- Introduction to Globalisation
- Comparative Country Studies and Political Risk Assessment
- Project Management
- International Business Law
- Global Sourcing
- International Marketing
- Leadership in a Digitalised and Globalised World

General business competencies

- Digital Marketing Methods
- Financial and Cost Accounting
- HR Management
- Financial Reporting
- Fundamentals of Strategic Management
- Finance and Investment
- Sustainability Management

Digital competencies

- Digital Transformation and Cases
- Economics and Digital Economics
- Innovation Management in a Digital and Globalised World

Action and intercultural competencies

- Foreign Language
- Intercultural Skills and Ethics
- Creative Problem Solving and Strategy Development
- Internship

Study Abroad, Internship or Career Development Semester

Scientific and Methods Competencies

- Business Mathematics
- Statistics
- Academic Writing and Research Methods
- Bachelor Thesis



Campus: GISMA Potsdam Campus
Study mode: Full-time
Start date: January, April, July and October
Duration: 36 months

Qualifications

- A school leaving certificate that enables the student to apply for a bachelor programme in the country it was issued in
- English proficiency: IELTS (or equivalent) 5.5 overall, no less than 5.0 in any component

Application documents

- Completed application form
- Personal statement
- Passport copy / ID (can be identity card for EU students)
- Proof of school leaving certificate (certified copy; foreign language certificates must be accompanied by a German or English translation)
- Proof of required English language skills

Pricing

	Total tuition fees	Early bird discount
EU Students	€ 28,800	Up to 25% on each year**
International Students	€ 31,500	Up to 25% on each year**

Regional discounts are available for CIS, MENA and LATAM regions. Please get in touch for more information.

** 20% early bird offer for applications submitted at least 8 weeks before orientation date.