

www.iu.org

BACHELOR (B.A.) BUSINESS ADMINISTRATION

Bachelor of Business Administration students are in high demand in companies of all sizes, from start-ups to globally operating large companies or even social, cultural or public institutions. While many graduates go on to complete a master's or MBA, the skills learned during your studies in business administration are the perfect foundation to start a career running, optimising, or innovating businesses across the world.

With IU's Bachelor of Business Administration you'll gain key expertise in managing organisations, finances, the supply chain and more, as well as strengthening your leadership and decision making. With this degree in hand, you'll demonstrate to employers that you have the analytical mindset, communicative abilities, and managerial capabilities to drive their company success. Want to start a project of your own? This degree is the ideal foundation for the next generation of entrepreneurs and business makers.



Degree

Bachelor of Arts (B.A.)



Duration

Online: 36, 48, or 72 months
On Campus: 36 months



Study start

Start online studies: Anytime
Start (on campus): 4 times a year; Oct, Jan,
Apr or July



Credits

180 ECTS



Study model and accreditation

- Online studies or On Campus
- German accredited institution, recognised by ZFU (German Central Office for Distance Learning)

Study Content (180 ECTS)

PRESENCE TIMEFRAME	MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
		1		
Oct/Nov/Dec	Business Mathematics		5 ECTS	E
Oct/Nov/Dec	Organizational Behavior		5 ECTS	WACS
Oct/Nov/Dec	Management Accounting		5 ECTS	E/WAWA
Jan/Feb/Mar	Supply Chain Management I		5 ECTS	E
Jan/Feb/Mar	International Marketing		5 ECTS	E
Jan/Feb/Mar	Statistics – Probability and Descriptive Statistics		5 ECTS	E
		2		
Apr/May	Academic Integrity and Writing for Business		5 ECTS	WAWA
Apr/May	Business 101		5 ECTS	E/WAWA
Apr/May	Managerial Economics		5 ECTS	E
Jul/Aug	Introduction to Academic Work		5 ECTS	BWB
Jul/Aug	Principles of Management		5 ECTS	WACS
Jul/Aug	Global Corporations and Globalization		5 ECTS	E
		3		
Oct/Nov/Dec	Entrepreneurship and Innovation		5 ECTS	WAWA
Oct/Nov/Dec	Service Operations Management		5 ECTS	WAWA
Oct/Nov/Dec	Intercultural and Ethical Decision-Making		5 ECTS	WACS
Jan/Feb/Mar	Collaborative Work		5 ECTS	OA
Jan/Feb/Mar	International Brand Management		5 ECTS	E
Jan/Feb/Mar	Leadership 4.0		5 ECTS	E
		4		
Apr/May	Sustainability		5 ECTS	E/WACS
Apr/May	International HR Management		5 ECTS	WACS
Apr/May	International Accounting		5 ECTS	E/AWB
Jul/Aug	Corporate Finance and Investment		5 ECTS	WAWA
Jul/Aug	Research Methods		5 ECTS	WAWA
Jul/Aug	Supply Chain Management II		5 ECTS	E
		5		
Oct/Nov/Dec	Digital Business Models		5 ECTS	E/AWB
Oct/Nov/Dec	Agile Project Management		5 ECTS	WAPR
Jan/Feb/Mar	Corporate Governance and Strategy		5 ECTS	E/WACS
Apr/May	Seminar: Current Issues in International Management		5 ECTS	WARE
Online	Elective A		10 ECTS	
		6		
Online	Electives B & C		20 ECTS	
Online	Bachelor Thesis		10 ECTS	WABT & PC

CHOOSE YOUR ELECTIVES

Choose one elective from “Electives A” list*:

- Applied Sales
- Agile Management and Global Sourcing
- Business Intelligence
- Intrapreneurship
- Managing People and Fundamentals of Business Psychology
- Online and Social Media Marketing
- Personnel Psychology and Corporate Communication

Choose one elective from “Electives B” list*:

- Fundamentals of Operations Research
- Introduction to Data Science and Programming with Python
- IT Service Management
- Salesforce Platform Management
- Salesforce Platform Development
- Smart Factory

Choose one elective from “Electives C” list*:

- Accounting and Financing
- Agile Management and Global Sourcing
- Applied Sales
- Business Intelligence
- Foreign Language: French, German, Italian, Spanish
- Fundamentals of Operations Research
- Internship***
- Intrapreneurship
- Introduction to Data Science and Programming with Python
- IT Service Management
- Managing People and Fundamentals of Business Psychology
- Online and Social Media Marketing
- Personnel Psychology and Corporate Communication
- Salesforce Platform Management
- Salesforce Platform Development
- Smart Factory
- Studium Generale**

ELECTIVES

All of our study programmes offer a wide selection of industry-focused elective courses for you to choose from. Below you'll find more details on a select number of these courses—for the full list of electives available in this programme, please check the Course Schedule.

The elective courses that are a part of this study programme, are a cluster of courses dedicated to diving deep into a specific topic related to the programme. When choosing an elective, you get to explore a potential future career path, or just develop a strong knowledge base about a topic that particularly interests you.

In semesters 5 and 6 of this programme, you'll choose three electives, amounting to 30 ECTS. You have a wide range of options to choose from, according to your interests and ambitions. Some of the electives offered are:

SMART FACTORY

Dive into the world of production systems digital networking. Compare different digital architecture models for smart factory building. Tackle the unique engineering challenges that an autonomously operated and decentralized production facility offers. Come up with possible IT security solutions for these challenges, and gain an edge in the production management career field.

MANAGING PEOPLE AND FUNDAMENTALS OF BUSINESS PSYCHOLOGY

In this specialisation, you'll be introduced to the modern-day working environment, its features and challenges. Learn about the structure of markets and global companies, and about the ways in which trends such as digitalisation influence industries. Examine how agile organisational structures and advanced human resources professionals adapt to new patterns in the work market. Lastly, focus on economic psychology and its uses in personnel and business management.

BUSINESS INTELLIGENCE

The Business Intelligence (BI) specialisation offers a selection of topics discussing how companies generate business data, and use it to improve and optimize operations. You'll be introduced to models and processes retaining to data analysis, generation and storing, and learn how these types of data are used across a company's different departments.

ONLINE AND SOCIAL MEDIA MARKETING

Online marketing is a crucial component of business operations, as a growing number of transactions take place in a digital space. Enhance your career prospects by mastering the different active and interactive aspects of online marketing: strategic planning, content distribution, customer and lead targeting and inquiry response and monitoring. Develop a strong understanding of the sustainable competitive edge that a well-executed online marketing plan offers.

As for social media marketing, this module covers different approaches to active social media marketing and community creation and management. A major focus is placed on targeted campaigns for different social media channels, and the fundamentals of sustaining a global network.

APPLIED SALES

Focus your studies on sales, and take a close look at the relationship between marketing, business strategy and after-sales activities. Learn what tools companies use to increase sales, the different sales channels and distribution systems they use, and analyse negotiation, telephone and digital sales tactics.

CAREER OUTLOOK

After completing your Bachelor's in Business Administration, you can take on demanding specialist and management positions in companies all over the world. Your expert knowledge can be applied to various fields of work. Depending on your main interests, you will work in accounting, marketing, sales, human resources or administration.

BUSINESS MANAGER

As a Business Manager, you would be responsible for monitoring all departments within a company and developing industry-specific solutions to increase sales and acquire new customers. You will draw up financial plans from an economic point of view and review projects regarding efficiency. As a Business Manager in a large company, you might present directly to the board of directors and convince them with your high level of consulting competence. In smaller companies, you can often make decisions independently and report to the management.

ASSISTANT ACCOUNTANT

As an Assistant Accountant, you could work in finance and accounting—typically at a bank, an auditing company or in the finance department of a company. You will be responsible for bookkeeping, the preparation of financial plans and reports, and the performance of administrative tasks. You are familiar with the company's internal guidelines and keep an eye on fluctuating government regulations regarding the recording of financial data. You maintain databases accordingly and ensure smooth overall operations of the business.

BUSINESS DEVELOPER

In your position as Business Developer you are responsible for the further development and expansion of a company's business areas. As a central driver of growth and innovation, you are committed to the future-oriented alignment of your organisation. In doing so, you pursue central growth strategies within the framework of market development, product development and diversification. You're always on the hunt to bring in new business and optimise the status quo.

ADMISSION

We try to keep admission as simple as possible at IU. To successfully enrol, there are just a few requirements we need you to prove.

ADMISSION REQUIREMENTS

- Higher Secondary School Leaving Certificate such as A-Levels or IB Diploma and your transcript of records.
- A subject-related higher education entrance qualification.

Depending on your qualifications, you might have to meet additional requirements, such as successfully passing a university entrance examination or one of the following programmes to make sure you are ready to study with us:

- Bachelor Entrance Examination (included in Scholarship Program)
- Pathway Programme (for on-campus studies)

Please get in touch with our Study Advisory Team to find out the exact requirements applicable for your application.

SCHOLARSHIP PROGRAMME

Start in our Scholarship Programme as a participant with immediate access to 50% of your courses. You can do this by taking our Entrance Examination which will be included in your course as part of the Scholarship Programme. Once admission and the courses are completed, you can finish your degree.

Questions? Speak to your study advisor, they will guide you through every step of the process.

PROOF OF ENGLISH LANGUAGE SKILLS

We therefore ask for proof of your English language skills*. If English is your native language or you graduated from an English-speaking school/university, you don't need to prove your English skills.

Accepted certifications:

- English Courses (complimentary when signing up with IU)**
- TOEFL (min. 80 points) or
- IELTS (min. Level 6.0 out of 9 points) or
- Duolingo English test (min. 95 points) or
- Cambridge Certificate (min. B grade overall) or
- Equivalent proof

*Proof must be provided before the start of the study and must not be older than five years.

**Please note that English Courses aren't accepted as a language certificate for on campus study programmes.

8 STEPS TO COMPLETE YOUR STUDIES

1

Register and apply online

2

Choose your course

3

Download your study scripts

4

Work independently with study scripts

5

Take part in Q&A sessions

6

Prepare for exams and take them either:

- directly online, or
- at an IU examination centre (remember to register in time).

7

Bachelor thesis and colloquium

8

Complete your studies with certificate