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# BACHELOR (B.A.) MANAGEMENT

In the Bachelor's programme in Management, which puts an emphasis on theory, practical applications, and projects. You'll explore the ways in which the global economy is changing, and how companies and managers can not only adapt to these changes, but actively shape and be a part of them. From agile work to digital transformation, you'll develop the knowledge, experience and confidence you need to kick-start a career in international management.



## Degree

Bachelor of Arts (B.A.)



## Electives

In the Management distance learning programme, you can choose electives worth 30 ECTS and thus focus on interesting practical areas.



## Study model and accreditation\*

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



## Study start and duration

Official start date: October 4<sup>th</sup>, 2022

Afterwards: Anytime

Duration: optionally 48 or 72 months



## Credits

240 ECTS

# Study Content (240 ECTS)

MODULE TITLE	SEMESTER	CREDITS (ECTS)	TEST TYPE
<b>1</b>			
Academic Integrity and Writing for Business		5 ECTS	WAWA
Introduction to Academic Work		5 ECTS	BWB
Collaborative Work		5 ECTS	OA
Intercultural and Ethical Decision-Making		5 ECTS	WACS
Foreign Language (French, German, Italian, Spanish)*		10 ECTS	PAC
<b>2</b>			
Digital Skills		5 ECTS	AWB
Business Mathematics		5 ECTS	E
Intercultural Psychology		5 ECTS	E
Project: Introduction to Humanities		5 ECTS	WAPR
Foreign Language (French, German, Italian, Spanish)*		10 ECTS	PAC
<b>3</b>			
Business 101		5 ECTS	E/WAWA
Managerial Economics		5 ECTS	E
Principles of Management		5 ECTS	WACS
Global Corporations and Globalization		5 ECTS	E
Statistics – Probability and Descriptive Statistics		5 ECTS	E
Project: Design Thinking		5 ECTS	WAPR
<b>4</b>			
International Marketing		5 ECTS	E
Supply Chain Management I		5 ECTS	E
International Brand Management		5 ECTS	E
Organizational Behavior		5 ECTS	WACS
Corporate Finance and Investment		5 ECTS	WAWA
Project: Cross Media Marketing		5 ECTS	OPR
<b>5</b>			
Entrepreneurship and Innovation		5 ECTS	WAWA
Corporate Governance and Strategy		5 ECTS	WAWA
Service Operations Management		5 ECTS	WAWA
Digital Business Models		5 ECTS	E/AWB
Management Accounting		5 ECTS	E/WAWA
Project: Development of Business Ideas		5 ECTS	WAPR
<b>6</b>			
International Accounting		5 ECTS	E
Supply Chain Management II		5 ECTS	E
International HR Management		5 ECTS	WACS
Leadership 4.0		5 ECTS	E
Sustainability		5 ECTS	E/WACS
Project: New Work		5 ECTS	PO
<b>7</b>			
Seminar: Current Issues in International Management		5 ECTS	WARE
Agile Project Management		5 ECTS	WAPR
Project: Production and Logistics		5 ECTS	WAPR
Thesis Lab		5 ECTS	WAPR
Elective A		10 ECTS	
<b>8</b>			
Elective B		10 ECTS	
Elective C		10 ECTS	
Bachelor Thesis & Colloquium		10 ECTS	WABT+PC

E = Exam, OA = Oral assignment, PC = Presentation: Colloquium, WB = Workbook, BWB = Basic Workbook, AWB = Advanced Workbook, WABT = Written assessment: Bachelor thesis, WACS = Written assessment: Case study, WAMT = Written assessment: Master thesis, WAPR = Written assessment: Project report, WARE = Written assessment: Research essay, WAWA = Written assessment: Written assignment, OP = Online Presentation, OPR = Oral project report, P = Portfolio, POP = Proof of Participation

## CHOOSE YOUR ELECTIVES

### Choose one elective from

#### “Electives A” list:

- Applied Sales
- Business Ethics and Sustainability
- Business Intelligence
- Financial Services Management
- Managing People and Fundamentals of Business Psychology
- Online and Social Media Marketing
- Organizational Development and Change Management
- Salesforce Platform Management

### Choose one elective from

#### “Electives B” list:

- Digital Product Development
- Digitalization in Business and Retail
- Elaboration of Business Ideas
- Fundamentals of Operations Research
- Innovative Technologies and Sustainability
- Introduction to Data Science and Programming with Python
- IT Service Management
- Smart Factory
- Smart Services

### Choose one elective from

#### “Electives C” list:

- Applied Sales
- Business Ethics and Sustainability
- Business Intelligence
- Digital Product Development
- Digitalization in Business and Retail
- Elaboration of Business Ideas
- Financial Services Management
- Fundamentals of Operations Research
- Innovative Technologies and Sustainability
- Internship
- Introduction to Data Science and Programming with Python
- IT Service Management
- Managing People and Fundamentals of Business Psychology
- Online and Social Media Marketing
- Organizational Development and Change Management
- Salesforce Platform Management
- Smart Factory
- Smart Services
- Studium Generale

\*Choose one language course module. Each module can only be selected once

## ELECTIVES

### MANAGING PEOPLE AND FUNDAMENTALS OF BUSINESS PSYCHOLOGY

In this elective, you'll familiarise yourself with two important aspects of people management: the principles of business psychology, and the fundamentals of new work. You'll discover how to critically analyse basic economic assumptions and how they influence decision making; explore the possibilities offered by agile and fluid organisational structures; discuss important theories regarding motivation; and develop a basic working understanding of how different psychological theories can help you be a better manager.

### ORGANISATIONAL DEVELOPMENT AND CHANGE MANAGEMENT

Cover the basics of change management and organisational development in this cross-industry, practical-focused elective in management studies. Get acquainted with the principles of organisational development, from theories to common points of criticism, and explore possible development paths for different companies. In addition, you'll dive into the world of change management, including procedures, typical tasks and effective techniques for nurturing organisational changes.

### 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 PERSPECTIVE

With your Bachelor's degree in Management from IU International University of Applied Sciences, you'll be a great candidate for various managerial positions, across different industries and departments. Be it in finance, marketing or logistics, your knowledge and credentials will help you successfully navigate today's demanding professional challenges.

Some of the roles you could fulfil include: operations manager, international growth manager and intercultural manager, among others.



# 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.

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## 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