**INTERNATIONAL BUSINESS ADMINISTRATION AND ENTREPRENEURSHIP**

**Major / Main subject**

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<th>Business Administration II: Global Perspectives</th>
<th>Entrepreneurship II: Research</th>
<th>Management and Business in Society</th>
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**AIMS AND OBJECTIVES**

The English-taught Bachelor programme in International Business Administration and Entrepreneurship prepares you for the functional areas of business. You deal with basic and in-depth issues concerning business activities, economic processes, and the complex interconnections of managerial and entrepreneurial actions in an international environment. The aim of this course of study is to help and support you on your way to developing a broad understanding of business, to building up an entrepreneurial skills set and acquiring the leadership competencies you need to respond to the challenges and problems humanity in general, and businesses in particular, face in the 21st century.

**COURSE STRUCTURE**

At Leuphana College, the Bachelor degree programme consists of four components: the course starts with Leuphana Semester, in which you learn the basic methodology and cover the fundamental areas for an academic degree in your International Business Administration and Entrepreneurship major. From the second semester, your Bachelor programme is divided in to a major (main subject), minor (subsidiary subject) and Complementary Studies. In Complementary Studies, you explore the approaches taken and methods used in other disciplines and explore socially relevant questions.

**POSSIBLE COMBINATIONS OF MINORS**

- Digital Business (GER)
- Ingenieurwissenschaften (Grundlagen)
- Nachhaltigkeitswissenschaften / Sustainability Science (GER / ENG)*
- Philosophie / Philosophy (GER / ENG)*
- Politikwissenschaft / Political Science (GER / ENG)*
- Popular Music Studies (ENG)
- Psychology and Society (ENG)
- Raumwissenschaften / Spatial Sciences (GER / ENG)*
- Rechtswissenschaften (Unternehmens- und Wirtschaftsrecht)
- Soziale Medien und Informationssysteme
- Volkswirtschaftslehre / Economics (GER / ENG)*
- Wirtschaftspychologie

* German-language minor can also be taken in English.
COURSE CONTENT

Which managerial and entrepreneurial skills bring success at national as well as international level? And how can companies or organisations contribute to the common good by creating public value? This programme prepares you to work in the functional areas of business by enabling you to develop the important managerial and entrepreneurial skills necessary to be successful in a rapidly changing business environment.

Special emphasis is placed on management and entrepreneurial orientation from an international perspective. The knowledge of entrepreneurship in theory and practice, business processes and management function is complemented by further broader specific areas, such as accounting, finance, marketing, law, organisational behaviour, IT, and qualitative and quantitative research methods.

Furthermore, through a historical view of management as well as a study of corporate and business ethics issues, you develop a historically embedded and society-oriented perspective. This holistic approach in the tradition of the ideal of ‘management as liberal art’ (Peter Drucker) should sensitise you not only to responsibility in your field of business, but also to society and the environment.

Students who successfully complete the Bachelor programme are awarded a Bachelor of Science (B. Sc.) degree.

CAREER PROSPECTS

The broad fundamental and methodological knowledge and responsible competences in the areas of management, entrepreneurship, and further related subjects will qualify you for work in various classic business divisions, research institutes and public organisations. You are qualified to start-up new businesses or, alternatively, begin a Masters programme. By combining the International Business Administration & Entrepreneurship main subject with one of the various minor subjects, you can choose your own specialisation, pursuing careers in many fields.

APPLICATION AND ADMISSION

Courses at Leuphana College can only be started in the winter semester. The College runs a two-stage admission process for all Bachelor programmes with admission restrictions. In the first stage, extra-curricular accomplishments are also taken into account alongside your university entrance qualification grade. You can increase your chances of admission by taking an admission test in stage 2. Students who wish to complete a Bachelor degree programme at Leuphana College, but who do not have a German university entrance certificate, must apply through the Application Services for International Students, uni-assist, in Berlin.

MORE INFORMATION

Detailed information about all modules of the study programme can be found in the Subject-Specific Schedule (Fachspezifische Anlage, FSA) for the International Business Administration and Entrepreneurship major.

POSSIBLE OCCUPATIONAL FIELDS

- Strategic management, corporate management
- Investment and financing
- Human resource management
- Marketing and sales
- Entrepreneurship

INSTRUCTIONS FOR APPLICATION

Admission requirements: university entrance qualification and English skills

Online application: possible from mid-May

Deadline: July 15

Admission process: university entrance qualification grade and accomplishments (stage 1), test (stage 2)

Initial information on programmes and admission
Studierendenservice / Infoportal
Universitätsallee 1, Gebäude 8, Erdgeschoss, 21335 Lüneburg
Phone +49.4131.677-2277, Fax +49.4131.677-1430
infoportal@leuphana.de

Entry / Residence / Accommodation
Claudia Wölk
International Office
Phone +49.4131.677-1072
cwoelk@uni.leuphana.de

Programme Director
Prof. Dr. Ursula Weisenfeld
Institute of Management & Organisation
ursula.weisenfeld@leuphana.de

www.leuphana.de/college-application