



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



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Bachelor's degree



Bachelor's in International Business

Technische Hochschule Nürnberg Georg Simon Ohm • Nürnberg

Overview

Degree	Bachelor of Arts (BA)
Teaching language	<ul style="list-style-type: none">English
Languages	English is the only language of instruction during the first three semesters and the predominant language later in the programme. In higher semesters, students are free to choose electives taught in English or German . Courses in English are to be taken as a priority.
Programme duration	7 semesters
Beginning	Winter semester
Application deadline	<p>Application period for the winter semester (start 1 October)</p> <p>2 May — 15 July</p> <p>Information about the admission process and the recognition of your foreign certificates can be found on our website.</p>
Tuition fees per semester in EUR	None
Joint degree / double degree programme	Yes
Description/content	<p>The standard programme duration of the International Business programme is seven semesters. The degree will be awarded with 210 ECTS. English is the only language of instruction during the first three semesters and the predominant language later in the programme. In higher semesters, students are free to choose electives taught in English or German.</p> <p>International Business is designed for about 60 new students per year. Approximately one third of them are international students who add internationality to the programme from the very beginning. Currently, International Business students represent about 40 nationalities. Due to the relatively small number of students, another unique trademark of this programme is the students' close personal contact to the staff and faculty members of our department.</p> <p>The International Business programme offers double degrees with:</p> <ul style="list-style-type: none">International College of Management in Sydney, AustraliaProvidence University in Taichung, TaiwanSeinäjoki University of Applied Sciences, FinlandUniversidad de Granada, SpainUniversidad de Valparaíso, Chile

Course Details

Course organisation	<p>Students will start with basic study modules during semesters one to three, e.g. Business Mathematics, Foundations of Business Administration, Marketing, Finance, and Personnel Management. Besides English, additional language courses in Spanish or French as well as German for international students prepare students for their international careers. Students receive an application-oriented education which also includes special courses for developing soft skills (Presentation Techniques, Intercultural Communication).</p> <p>Our students are required to do a 20-week internship abroad and to spend one semester at one of our 90+ partner universities outside of Germany. The internship abroad is scheduled for the fourth and the semester abroad for the fifth semester. The time abroad significantly contributes to each student's personal and professional development and enhances his/her employment prospects. For more information about the semesters abroad, please follow this link.</p> <p>In the sixth and seventh semester, classes with an international perspective will be emphasised, e.g. International Financial Management or International Management with Cases. The ability to apply theoretical knowledge to real live settings will be acquired through the course Project Work. Students must develop and carry out an independent project, which can consist of a business plan, an event, or an applied research project. Besides the advanced study modules, students may choose from a variety of electives depending on their future career plans. International Business students conclude their studies with the Bachelor's thesis in semester seven. The Bachelor's thesis can be carried out in the form of a research project at our university or in cooperation with a company in or outside of Germany. The duration for writing the thesis is five months.</p> <p>The International Business programme offers students the opportunity to specialise in a certain area, e.g. Digital Business, Finance, HR Management, International Economics, Marketing, or Operations Management / Logistics.</p> <p>» PDF Download</p>
A Diploma supplement will be issued	Yes
International elements	<ul style="list-style-type: none"> Integrated study abroad unit(s)
Integrated study abroad unit(s)	<p>International Business students are required to complete a study semester at one of the more than 90 partner universities of the Faculty of Business Administration preferably in their fifth semester. The study semester abroad is an exciting opportunity to gain insight into different approaches to management teaching, to experience life in a different society and culture, and to develop one's own language proficiency. It is an integral part of the International Business programme for which our students will be carefully prepared during their first semesters.</p>
Integrated internships	<p>During the fourth semester, each student completes a 20-week internship. International students are free to do the compulsory internship abroad or in Germany.</p> <p>By means of this internship, students have the opportunity to work alongside experienced managers from all over the world and to acquire valuable professional skills. Theoretical knowledge will be applied to day-to-day business situations in order to allow the student to accumulate a wide range of practical and managerial tools.</p> <p>Finding and organising an internship abroad is surely challenging. Please be assured that we will do our best to assist and prepare you for this exciting part of your studies.</p>
Course-specific, integrated German language courses	Yes
Course-specific, integrated	Yes

Costs / Funding

Tuition fees per semester in EUR	None
Semester contribution	Students enrolled at the TH Nürnberg Georg Simon Ohm currently have to pay 144 EUR per semester.
Costs of living	Depending on your personal lifestyle, you should budget 700 to 1,000 EUR per month, including rent, insurances, food, books, leisure activities, etc.
Funding opportunities within the university	No

Requirements / Registration

Academic admission requirements	<p>International Business is a so-called numerus clausus (NC) programme. This means that you must go through a selection process after applying. Due to the fact that the number of places is limited, we cannot offer a place to every applicant who meets the admission requirements.</p> <p>Places are awarded according to the final average grade of the applicant's university entrance qualification (e.g. school leaving certificate and/or periods of study). Applicants from EU-member countries can improve their average grade if high proficiency in the English language and/or full-time work experience in a business-related profession can be proven.</p>
Language requirements	<p>Applicants who hold a higher-education entrance qualification from an EU-member country can submit one of the following English test results in order to improve their application. Whereas applicants that hold a higher-education entrance qualification from outside the European Union are required to prove their English proficiency by submitting one of the following English test results:</p> <ul style="list-style-type: none"> • TOEFL (Internet-based test): 94 points • IELTS: 6.5 • TOEIC: 485 (listening) and 450 (reading) • Cambridge CAE: grade C • Pearson Test of English Academic (PTE): 75 or better <p>International Business students have to take a second foreign business language – Spanish or French for German students as well as German for international students. Students without any prior knowledge may indeed start at the beginner's level (A1). Compulsory for the degree, however, is the completion of language classes at the B1 and B2 levels. Therefore, we strongly suggest having basic language skills before the start of your studies.</p>
Application deadline	<p>Application period for the winter semester (start 1 October)</p> <p>2 May — 15 July</p> <p>Information about the admission process and the recognition of your foreign certificates can be found on our website.</p>

Submit application to

TH Nürnberg Georg Simon Ohm
Studierendenservice
Kesslerplatz 12
90489 Nürnberg
Germany

Services

Possibility of finding part-time employment

There will be occasional opportunities to work as an administrative assistant or a tutor (only for advanced students). Part-time jobs outside the university are also available.

Accommodation

Students can apply for accommodation in student halls of residence, which are close to the university and well equipped. For more information, please follow this [link](#).

Additionally, you can look for a private apartment or a room in a shared flat (which is called a "Wohngemeinschaft" in German, abbreviated as "WG"). Useful information about accommodation can also be found on our [website](#).

Career advisory service

The university's career advisers will assist students with the preparations to enter into professional life. Numerous workshops are offered by the Career Service, e.g. how to write a CV / cover letter or interview techniques. The Career Service also provides a database for job offers. For more information, [please follow this link](#).

Support for international students and doctoral candidates

- Buddy programme
- Welcome event



Video About International Business at TH Nürnberg

Do you want to combine studying with understanding new cultures and exploring the world? Then take action and kick-start your career by studying International Business at the TH Nürnberg: Taught in English. Made in Nürnberg.

» more:
<https://www.youtube.com/watch?v=glorwdz7sl4>

— Technische Hochschule Nürnberg Georg Simon Ohm —



Faculty of Business Administration

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The TH Nürnberg Georg Simon Ohm is a **technical university that offers a unique combination of theoretical studies and practical training**. Students will benefit from an **extensive company network**, which includes world-renowned companies such as Siemens, Adidas, Puma, Staedtler, and BMW. Our full-time teaching staff has **excellent academic and professional credentials**, and our part-time lecturers hold top managerial positions in international companies.

The TH Nürnberg Georg Simon Ohm is one of the **oldest educational institutions of its kind in Germany** Founded in 1823 under the

leadership of the eminent physicist Georg Simon Ohm, our university grew to become one of the largest technical universities in Germany, maintaining academic **partnerships with more than 160 universities and institutions** of higher education around the globe.

The campus is situated next to the Pegnitz River, in a pleasant green area of Nürnberg, not far from the lively city centre.

Our **business school has about 3,000 full-time students**, offers a wide variety of specialised studies, and is equipped with state-of-the-art computer labs and an excellent library system.



University location

Germany plays a major role in European and global business. Management decisions taken here are put into practice all over the world. Situated in Bavaria, in the southern part of Germany, the **Nuremberg metropolitan area is home to about 3.5 million people** and hosts hundreds of internationally thriving companies, including the headquarters of several multinationals.

The city is a rapidly growing venue for trade fairs, including the **world's largest toy fair**.

Apart from the popular "**Christkindlesmarkt**" and its famous "**Lebkuchen**" (gingerbread), Nürnberg has a lot to offer: a historic castle with a romantic atmosphere, rich cultural life, and picturesque surroundings. Car races on the Noris ring and open-air festivals are spectacles fit to be seen. People here like to gather in restaurants and pubs. Hospitality is more than just a word in Nürnberg! Do you want to know more? Follow the [link](#).


Contact

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 Course website: <https://www.th-nuernberg.de/ib>

 <https://www.linkedin.com/school/technische-hochschule-n%C3%BCrnberg-georg-simon-ohm/>

 https://www.instagram.com/th_nuernberg/?hl=de

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www.daad.de/international-programmes
www.daad.de/sommerkurse

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Consortium for International Higher Education Marketing
www.gate-germany.de

Disclaimer

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