

# INTERNATIONAL BUSINESS ADMINISTRATION (BA)

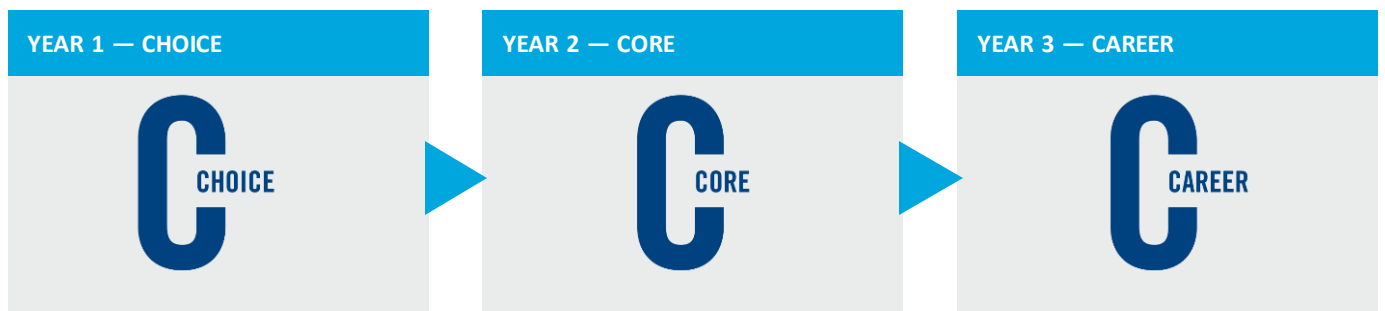
The International Business Administration program covers all the essential areas of business and management with an international outlook. Students will develop strategic and practical perspectives on value creation in a globalized, culturally diverse, and technology-driven world. Topics covered include the management of international firms, the integration of information technology in all business areas, and the influence of the economic and cultural context on business activities. The program covers essential international business and management areas, combining theoretical knowledge, practical application, and scientific methods.



JACOBS  
UNIVERSITY



## PROGRAM



Students can take various interdisciplinary classes in the first year to build on and extend their entrance qualifications. IBA students select introductory modules with a total of 45 CP from the CHOICE area of study programs. 30 CP will be from their intended major. Students can change their major at the beginning of their second year if they have taken the corresponding modules of the study program in their first year.

In their second year, students take modules totaling 45 CP from in-depth, discipline-specific CORE modules. These modules aim to extend the students' critical understanding of their major's fundamental theories, principles, and methods at the current state of knowledge and best practice.

Students prepare and make career decisions after graduation during their third year. They explore available choices fitting individual interests, gain professional experience, and complete a mandatory summer internship. The fifth semester opens a window for study-abroad options. And the sixth semester is dedicated to fostering students' research experience by involving them in an extended Bachelor thesis project.



# STUDY PLAN

BA Degree in International Business Administration (180 CP)					
Year 3	Bachelor Thesis / Seminar (m, 15 CP)			Big Questions (me, 5 CP)	Big Questions (me, 2.5 CP)
	Study Abroad Option (22.5 CP)			Community Impact Project (m, 5 CP)	Big Questions (me, 2.5 CP)
Internship/Startup (Summer) (15 CP)					
Year 2	CORE* International Strategic Management (me, 7.5 CP)	CORE Entrepreneurship & Innovation (me, 7.5 CP)	CORE Organization and Human Resource Management (me, 7.5 CP)	Methods/Skills Econometrics or Empirical Research Meth. (me, 5 CP)	Language (me, 2.5 CP)
	CORE* Applied Project Management (me, 7.5 CP)	CORE Digital Transformation & Information Economy (me, 7.5 CP)	CORE Marketing (me, 7.5 CP)	Methods/Skills Qual. Res. Methods (m, 5 CP)	Language (me, 2.5 CP)
Year 1	CHOICE* Introduction to Finance & Accounting (m, 7.5 CP)	CHOICE Macroeconomics (m, 7.5 CP)	CHOICE Own Selection (me, 7.5 CP)	Methods/Skills Appl. Statistics with SPSS or R (me, 5 CP)	Language (me, 2.5 CP)
	CHOICE* Introduction to International Business (m, 7.5 CP)	CHOICE Microeconomics (m, 7.5 CP)	CHOICE Own Selection (me, 7.5 CP)	Methods/Skills Applied Calculus (5 CP)	Language (me, 2.5 CP)
Area	CHOICE / CORE 90 CP			JACOBS TRACK 45 CP	

\* mandatory for minor students (default minor)  
 m = mandatory  
 me = mandatory elective

## WHY CHOOSE THIS PROGRAM

- Joining a cohort of students from more than 110 countries prepares graduates to thrive in a high-pressure intercultural work environment.
- Exposure to the real-world challenges of international companies gives our graduates an advantage as they compete for desirable positions and entry into world-class graduate programs.
- Students earn places at internationally outstanding Master's programs in International Business or Management.



# TOP30%

AMONG TOP 30% OF ALL UNIVERSITIES WORLDWIDE

"This program allows you to get familiar with much more than you initially expected, and if you let it, will enable you to grow. You will have the chance the approach cases and problems critically, analytically, and with a diverse perspective. From famous cases to day-to-day management strategies to the technology-driven world we live in today. You will find yourself applying what you learn in this program to your everyday life in ways that you couldn't have before."



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