

The Metropolitan Region of Nuremberg

In addition to a dynamic economy and highly productive academic institutions, the Nuremberg Metropolitan Region unites history and culture with an outstanding quality of life. Locals and tourists alike enjoy the scenic landscape as well as the broad range of cultural and culinary delights and athletic activities. As the campus is located right in the center of Nuremberg, students are able to reconcile studies and leisure. The short distances to the city center make it easy for new students to quickly find their way around.

The many cultural and recreational options in the Nuremberg Metropolitan Region include theaters, a visit to the Castle, museums and galleries, hikes in Franconian Switzerland, or the lively local pub scene—a perfect way to wind down after studying. The historical scenery and the impressive Imperial Castle leave a lasting impression. At the foot of the Castle lies the beautiful historic city center, rich with medieval charm thanks to its historic buildings, magnificent churches, one of the largest pedestrian areas in Germany and the traditional main market place.

No matter how motivated you are to achieve an excellent degree, it is important not to forget the cultural activities, sports, friendships and fun which will make your studies an unforgettable experience.

→ Nuremberg at a glance:
www.wiso.fau.eu/experience-nuremberg
www.nuernberg.de



www.ibs.wiso.fau.eu



FAU
FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG
SCHOOL OF BUSINESS,
ECONOMICS AND SOCIETY

School of Business, Economics and Society at a glance

The School of Business, Economics and Society is one of the most reputable schools of its kind with over 6,000 students, more than 45 professors, a global network of contacts and one of the broadest range of subjects offered at any university in the German-speaking world. Today, the School continues to serve as an important university think tank and a highly sought-after local partner for the European Metropolitan Region Nuremberg. The city of Nuremberg provides a unique combination of historic backdrop from the Middle Age and modern lifestyle, Franconian flair and student life. The rich traditions of this center of trade create an atmosphere that is at once peaceful and vibrant. Nuremberg is host to a large variety of international trade fairs and is home to several global enterprises.

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Bachelor degree program

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B.Sc. International Business Studies

The Bachelor's degree in International Business Studies (B.Sc.) is a perfect start into a professional career in international business. The three-year program provides you with all essential knowledge for understanding and analyzing the international business environment. The distinct international perspective of the program reflects the growing importance of multinational operations and emphasizes the comparative study of business strategies and policies. The program consists of core and elective modules in a variety of fields, such as international business, international economics, and international politics, with all courses conducted in English. The international perspective is complemented by a mandatory semester abroad that is integrated into the curriculum.

Target Group

The program is designed for high-school graduates interested in business with an international perspective. The program also prepares students to pursue graduate studies in business, economics, or public administration. In order to apply, you need a higher education entrance qualification. This is typically a qualified secondary school diploma, though sufficient professional qualification may serve as a substitute depending on approval by the university. The degree program is taught in English throughout. Therefore, proficient knowledge of the English language is an essential prerequisite to successfully complete the degree program.

Competencies

The program provides a sound understanding of the basic principles of business, accounting, economics, statistics and quantitative analysis. It enables students to understand and analyze specific problems related to international business and multinational operations. This includes the ability to generate a quantitative assessment using the appropriate statistical and econometric methods as well as fluency in at least one non-native language. The compulsory stay abroad as well as seminars provide students with important intercultural competencies that are necessary for a successful career in international business.

Career Opportunities

The curriculum provides graduates with entry into numerous fields of activity in business, for example, in large, international corporations and also in small and medium-sized businesses, which are increasingly seeking to recruit graduates with intercultural competence and international experience. Potential employers encompass private corporations, the public sector, but also supranational institutions and non-profit organizations. The program prepares graduates for the possibility of interesting employment in a variety of industries.

Course of study

The program provides students with a comprehensive understanding of business administration in an international context. Students acquire the skillset to succeed in an international environment in business, government or academia. Particular attention is given to the growing importance of multinational operations and to a comparative approach in the study of business strategies and policies. The program usually takes six semesters and teaching is conducted in English.

Compulsory courses

The compulsory component of the program includes three subject areas

- **International Business (40 ECTS)** provides the basics of business administration with respect to an international context.
- **International Economics (20 ECTS)** provides an introduction to basic economic models and methods, as well as key concepts in international economics and economic policy.
- **International Politics, Law, and Society (20 ECTS)** extends the perspective to include a view on institutions relevant for addressing international issues.

Tools and Reflection

The subject-specific perspective is supplemented by the cross-cutting core area Tools (15 ECTS) dedicated to statistics and data analysis, which provides the essentials for quantitative analysis.

The core area Reflection (10 ECTS) broadens the perspective to practical aspects in the current international business environment, and enables students to practice intercultural competencies through participation in various forms of cross-cultural training. From an academic perspective, students learn how to contribute to debates through their own papers and presentations, but also by responding to the work of their peers.

Elective courses

- **Electives (25 ECTS):** These comprise 5 courses of 5 ECTS each that can be freely chosen from a variety of courses concerning topics in international business, international economic studies, and international politics. You may choose interdisciplinary courses from other departments within the university.
- **Languages (15 ECTS):** Each student must acquire fluency in a chosen language, e.g. English, French, Spanish. German can also count towards this requirement for non-native speakers.
- **Study Abroad (20 ECTS):** Students have to earn 20 ECTS in the specialization area at a university abroad.

