



## International Management - Bachelor of Arts -

### YOUR MOTIVATION

In our globalised world specialist managers and chief executives who can be employed on an international scale are in high demand. Germany's economy being export-oriented, this applies to small and medium-sized companies here as well. Hence there is a demand of graduates with economic or entrepreneurial knowledge and international study background which will be met with our business management Bachelor's degree course "International Management".

### PROFESSIONAL ENVIRONMENT AND JOB – YOUR PROSPECTS

After graduation from the "International Management"-course you will find diverse employment possibilities in special functions or in the middle or upper echelons of business management. Employers can be international groups and highly export-oriented companies with international links in the industrial, banking or insurance sectors as well as in trade and commerce and other service industries.

This course also will lay the foundation to focus and deepen your international competencies in a subsequent Master's degree course.

### YOUR PROFILE

As a business manager you will be able to identify problems occurring in your professional practice and solve them by means of the scientific knowledge and methods you have acquired during your studies. Therefore you should possess a certain level of mental flexibility and maturity, self-assurance and decisiveness. The international approach of this course calls for your curiosity towards other cultures, your openness, mobility and willingness for intercultural communication. This includes a certain level of linguistic talent and your motivation to learn foreign languages.

### HOW THE STUDIES ARE ORGANISED

Our degree course consists of a basic and an advanced studies period; it lasts seven semesters (3.5 years).

Considered the basic studies period, semesters one to three will acquaint you with the basics of business management.

In the advanced studies period (semesters four to seven) you will attend core and specialisation modules with international content essential for your later professional activity.

It consists of three academic semesters and one internship semester. It comprises 20 weeks full-time work experience in a company either in Germany or abroad, plus one practice seminar. It serves two purposes, namely to give you specific practical qualification and to provide an insight in your possible future field of professional activity. If you have gathered a minimum of twelve months' work experience in a business environment prior to studies, you may be exempt from doing the work placement semester.

In semesters four and five you will choose electives and two specialisation areas according to your talents and preferences. The selection of these modules does not imply a premature limitation of your later professional activity, but provides in-depth knowledge in selected subjects which will be useful in all working areas and enable you to develop a way of thinking in interdisciplinary terms and beyond the pure functional categories.

### SPECIALISATION AREAS

Each student must select two:

- International Finance
- International Human Resources
- International Management: Sales & Marketing
- International Value Chain
- International Business – this module must be done abroad; it can be completed in any semester of the advanced studies period.

During the advanced studies period you must book a certain amount of study modules with international relevance, i.e. modules with international contents or transferred modules from study abroad periods.

At the end of your studies a practice and research project in semester seven and a Bachelor thesis is required which is to be completed under the supervision of a professor and can be done either at the university or in a company.

After your successful graduation, the university awards the academic degree "Bachelor of Arts" (B.A.). Graduates with special qualification may subsequently enrol in a Master's degree course, e.g. "Global Business Development" (Master of Arts) or "Logistics" (Master of Science) – both from the faculty of Business Administration.

## LIST OF STUDY MODULES

### Basic Studies (Semesters 1 to 3)

#### Semester 1

- Basic Business Administration
- Business Mathematics
- Organisation
- Basic Macroeconomics & Economic Policy
- Accounting, Balancing of Accounts
- Intercultural Communication & Language I

#### Semester 2

- Law
- Statistics
- Project & Business Process Management
- Cost Accounting
- Income Tax Laws and Laws relating to the Preparation of Tax Balance Sheets
- Intercultural Communication & Language I

#### Semester 3

- Human Resource Management
- Business Information Systems
- Logistics
- Finance and Investment Management
- Marketing
- Procedural and Value-Added Tax Law

### Advanced Studies (Semesters 4 to 7)

All modules in Semester 4 and 5 are taught in **English** and particularly **suitable for exchange students!**

#### Semester 4

- Specialisation Module I
- International Communication
- International Excursion / International Case Study Analysis

#### Semester 5

- Specialisation Module II
- Advanced Business English
- International Economics
- Entrepreneurship

#### Semester 6

- Internship
- Practical Seminar

#### Semester 7

- Business Management Simulation
- Practice and Research Project (Thesis)
- Bachelor Oral Examination
- Bachelor Thesis

## CONTACT

### International Relations Coordinators

Prof. Dr. Arthur Kolb  
Phone +49 831 2523-288  
E-Mail: [arthur.kolb\(at\)hs-kempton.de](mailto:arthur.kolb(at)hs-kempton.de)

and

Prof. Dr. rer. pol. Uwe Stratmann  
Phone +49 831 2523-163  
E-Mail: [uwe.stratmann@hs-kempton.de](mailto:uwe.stratmann@hs-kempton.de)

### International Office

Tel: +49 831 2523-340 or -117  
E-mail: [international\(at\)hs-kempton.de](mailto:international(at)hs-kempton.de)

## IMPORTANT LINKS

Information in English on our website:

[www.hs-kempton.de](http://www.hs-kempton.de) > INTERNATIONAL > click English flag (in the top left-hand corner)

[Information for international exchange students](#)  
(> INTERNATIONAL > EXCHANGE STUDENTS / INCOMING)

[Study programmes – short description in English](#)  
(> INTERNATIONAL > DOWNLOADS > Study Programmes)

[Guests and Visitors at Kempten University](#)  
(> INTERNATIONAL > GUESTS AND VISITORS)

## KEMPTEN UNIVERSITY OF APPLIED SCIENCES

Bahnhofstraße 61  
87435 KEMPTEN (Allgäu)  
GERMANY  
Tel: +49 831 2523-0, Fax: +49 831 2523-104  
[post\(at\)hs-kempton.de](mailto:post(at)hs-kempton.de)

**PLEASE NOTE** that, although this description is written in English, the study course is taught in German, except semester four and five which is taught in English.