



Bachelor of Science in Business Administration International Management

- Gain cross-cultural and international experience
- Create a network for the future
- Prepare for a successful business career
- Build strong teams and gain leadership skills

International Management

Steering Business Into the Future

As a manager, your responsibility is to navigate a dynamic business environment, leading your organisation's efforts to explore new markets and optimise internal processes effectively.

Business All-Rounders in High Demand

Your degree will unlock a wealth of opportunities, positioning you for roles such as project manager, consultant, or even senior management. You will be highly sought after by a diverse range of employers, including small and medium-sized enterprises, start-ups, multinational corporations, and non-governmental or non-profit organisations. Your career prospects will span a variety of sectors, from manufacturing to services.

Developing Analytical and Decision-Making Skills

Our team of highly qualified lecturers will provide you with the essential tools to identify and evaluate opportunities and risks in various business and management contexts. You will be equipped to harness the growing interdependence of businesses, markets, and people across borders and industries, enabling you to make informed and impactful decisions.

Building High-Performing Teams

Your studies at FHNW will prepare you to collaborate effectively, motivate colleagues, and lead teams with confidence. You will gain the expertise needed to bring innovative ideas to realisation and drive positive changes within your organisation.

Studying in English

International Management is taught entirely in English, the global language of business. This ensures that all communication, from lectures and assignments to administrative matters, is aligned with the demands of an international career.

Gaining International and Cross-Cultural Experience

To complete 24 ECTS of international experience, you can study abroad at one of over 200 partner universities, pursue a double degree, join an International Student Project, learn a foreign language, attend international business modules, or participate in summer/winter schools. These activities build intercultural skills and a global mindset, essential for diverse professional environments.

Career Prospects

Your degree will equip you with the knowledge and skills needed to build a successful career and understand how organisations achieve and sustain competitiveness in today's dynamic international landscape. You will gain expertise in management theories and techniques essential for leading companies and teams in multicultural business environments.

The programme's strong practical focus – through project work, business simulations, and case studies – will enhance your ability to understand and adapt business and management concepts to diverse local and international contexts. Furthermore, you will develop vital intercultural and interpersonal communication skills, empowering you to navigate diversity effectively and thrive in global business settings.

Career Opportunities

International Marketing Manager

Data Analyst

Project Manager

Management Consultant

Social Media Specialist

HR Assistant

Corporate Communications Assistant

Risk Analyst

Controller

Sustainability Reporting Manager

Brand and Content Manager

Investment Advisor

International Sales Coordinator

Business Analyst

Auditor

International Business Developer

Module Overview Full-Time

6 th Sem 30 ECTS	Bachelor Thesis <div>P</div> 12			Strategy & Leadership3	Specialisation Module6	Specialisation Module6	Context Module3
	Industry Project <div>P</div> 6	Supply Chain & Business Process Management <div>P</div> 6	Project Management3	Specialisation Module6	Specialisation Module6	Context Module3	
5 th Sem 30 ECTS							
4 th Sem 30 ECTS	Applied Research Methods and Research Paper <div>P</div> 6	Innovation Management3	Microeconomics6		Specialisation Module6	Specialisation Module6	Context Module3
	Business Analytics <div>P</div> 6	Corporate Communication3	International Business3	Organisation & Change3	Macroeconomics6	Corporate Finance6	Context Module3
3 rd Sem 30 ECTS							
2 nd Sem 30 ECTS	Marketing <div>P</div> 6	Digital Business6	Human Resource Management3	Business Communication3	Applied Mathematics 23	Statistics 23	Introduction to Business Law3
1 st Sem 30 ECTS	Principles of Management6	Financial Accounting & Reporting6	Critical Thinking and Academic Writing6		Applied Mathematics 13	Organisational Behaviour3	Statistics 13
							Business Ethics and Sustainability3
Assessment Modules							

Assessment Stage

In the assessment stage, you gain the foundation of your management education while discovering your strengths.

Main Programme with Personalised Study Profile

Alongside compulsory modules, you can choose from a wide range of business and context studies electives. In your final year, you will have the opportunity to specialise in an area aligning your studies with your strengths and interests.

This specialisation deepens your knowledge and tailors your studies to your career goals. Practical projects and the bachelor's thesis will link theory to real-world applications.

Flexible Study Options

You can choose to study full-time (three years), part-time (four years), or through the part-time flex model, which combines the best of traditional teaching and learning methods with online and self-study sessions. If studying part-time, you may earn up to 18 ECTS through relevant work experience. You can switch anytime between full-time, part-time and part-time flex tracks.



Areas of Specialisations

- Banking and Finance
- Business Innovation
- Compliance Management*
- Corporate Communication*
- Digital Business*
- Economic Psychology
- Entrepreneurship*
- Financial Management and Auditing*
- Financial Management and Controlling*
- Financial Management and Fiduciary Services*
- HRM & Change*
- International Financial Management
- Managerial Data Science*
- Marketing
- Politics, Business and Society
- Sustainability Management

Assessment Modules

24 ECTS

Management in a Dynamic and Interconnected World

24 ECTS

Data Analytics and Research Methods

21 ECTS

Financial Management, Economics and Law

24 ECTS

Business Administration in a Digital World

21 ECTS

Student Projects with Industry Partners

18 ECTS

Specialisation Modules

36 ECTS
(Specialisation 24 ECTS)

Context Modules

12 ECTS

P Practice-based module

✈ ideal semester abroad

* in German only

You will gain the knowledge and skills needed to excel in today's competitive global market. This degree prepares you to tackle the challenges of international management and thrive in diverse business environments – in Switzerland or abroad. Get ready to make your mark on the global stage with a BSc in International Management!

fhnw.ch/study-im

Key Data

Degree	Bachelor of Science in Business Administration (International Management)
ECTS points	180
Start	September
Studying mode	Full-time, part-time or part-time flex
Duration	3 or 4 years
Teaching language	English
Locations	Brugg-Windisch or Olten
Semester abroad	Mandatory for full-time Optional for part-time Possible
Double Degree	CHF 750
Semester fee	CHF 1 000EU /EFTA CHF 5 700NON-EU /EFTA

Customer Care Center

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For further information on the application process in
Business Administration–International Management go to:



fhnw.ch/study-im

The FHNW University of Applied Sciences and Arts Northwestern Switzerland comprises the following schools:

- FHNW School of Applied Psychology
- FHNW School of Architecture, Construction and Geomatics
- Basel Academy of Art and Design FHNW
- **FHNW School of Business**
- FHNW School of Computer Science
- FHNW School of Education
- FHNW School of Engineering and Environment
- FHNW School of Life Sciences
- Basel Academy of Music FHNW
- FHNW School of Social Work

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