



# 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** 

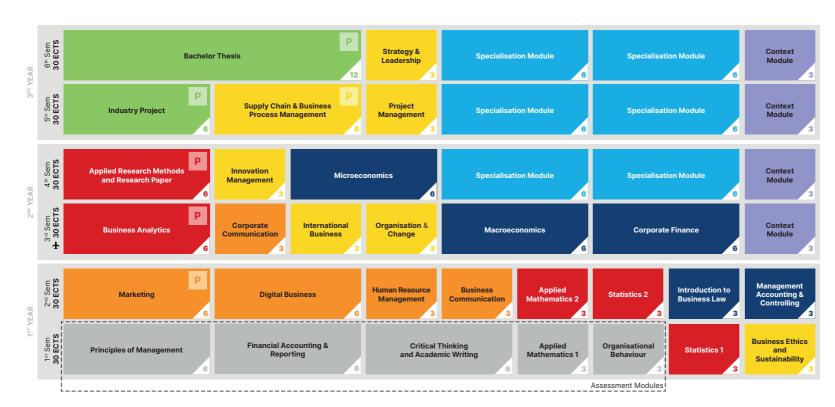
**International Sales Coordinator** 

**Business Analyst** 

Auditor

**International Business Developer** 

## **Module Overview Full-Time**



### **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

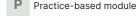
### **Business Administration** in a Digital World 21 ECTS

### **Student Projects** with Industry Partners 18 ECTS

### **Specialisation Modules** 36 ECTS (Specialisation 24 ECTS)

### **Context Modules** 12 ECTS











# 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



**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

LocationsBrugg-Windisch or OltenSemester abroadMandatory for full-time

Optional for part-time Possible

**Double Degree** CHF 750

Semester fee CHF 1 000 EU / EFTA

CHF 5700NON-EU /EFTA

### **Customer Care Center**

FHNW University of Applied Sciences and Arts Northwestern Switzerland School of Business T +41 (0) 848 821 011 info.business@fhnw.ch

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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