



Bachelor of Science in International Business Management (trilingual)

- 3 countries
- 3 languages
- 4 degrees

International Business Management (trinalational)

Your Path to an International Career

Why choose this programme?



Three countries, three languages

Study in Switzerland, Germany and France with classmates from each country. The courses are taught in English, German, and French and you will be trained to communicate skillfully in the different languages.



Practical business experience

Gain valuable professional experience through three integrated internships totalling 48 weeks.



Four degrees

On successful completion of your studies, you receive four internationally recognized degrees which qualify you to study for a Master's degree at a university anywhere in the world.



International career opportunities

Develop international management expertise, intercultural communication skills, and a strong professional network to succeed in the global job market.



Broaden your horizons

Live, work and study in three or more countries and cultures. Develop your international expertise and capabilities.

Partner universities



Career Prospects

The trinalational degree programme produces graduates with outstanding cross-cultural competence who are mobile, flexible and committed to life-long learning.

Most graduates go on to become managers in international organisations and corporations or project leaders of multicultural teams. They are offered attractive positions in major leading companies in Europe and around the world like Roche, Deloitte, UBS, Siemens etc.

Many of the students also complete advanced Master programmes in top universities across Europe.

Career Opportunities

International Product Manager

HR-Manager

Self-employed

Global Purchaser

Manager in Global MNC

Key Account Manager

International Marketing Manager

Business Analyst

Business Consultant

International Project Manager

Module Overview

3 RD YEAR	In-company	7 th Semester	Internship			Integration Lab			Bachelor Thesis				
		9			9			12					
	Basel in English	6 th Semester	Strategic Management 3	Sustainable Management 3	Sustainable Marketing 3	Conflict Management and Resolution 3	English VI 3	French / German VI 3	Alternative Economic Models 3	Emergent Trends & Technologies in Business 3	Electives 6		
		5 th Semester	Leadership 3	Services Management 3	Strategic Marketing 3	Intercultural Leadership 3	English V 3	French / German V 3	International Economics 3	Business & AI 3	Electives 6		
	2 ND YEAR	Lörrach in German	INTERNSHIP										
			4 th Semester	Supply Chain Management 3	Corporate Finance II 3	Consumer Behaviour 3	Intercultural Negotiation 3	English IV 3	French / German IV 3	Macroeconomics II 3	Business Analytics II 3	Electives 6	
		Colmar in French	3 rd Semester	People & Organisations 3	Corporate Finance I 3	Digital Marketing 3	Negotiation Psychology 3	English III 3	French / German III 3	Macroeconomics I 3	Business Analytics I 3	• Electives • Academic Writing and Critical Thinking 6	
			INTERNSHIP										
	1 ST YEAR	Lörrach in German	2 nd Semester	Fundamentals of International Management 3	Management Accounting 3	Marketing Mix 3	Leadership Communication 3	English II 3	French / German II 3	Microeconomics II 3	Quantitative Reasoning II 3	Project Management 3	Electives 3
			1 st Semester	Fundamentals of Management 3	Financial Accounting 3	Fundamentals of Marketing 3	Fundamentals of Intercultural Communication 3	English I 3	French / German I 3	Microeconomics I 3	Quantitative Reasoning I 3	Introduction to Business Law 3	Electives 3
Colmar in French	General Management 36 ECTS												
	Marketing 18 ECTS												
Intercultural Management 18 ECTS													
English 18 ECTS													
French / German 18 ECTS													
Data, Technology & Environment 42 ECTS													
Widening Perspectives 60 ECTS													

Empowering future leaders to navigate global challenges with management expertise, intercultural communication skills, and hands-on international experience. The trinational Bachelor in International Business Management prepares you to stand out in a dynamic, globalized world.

Key Data

Degree	International Business Management <ul style="list-style-type: none">- Bachelor of Science (FHNW)- Bachelor of Arts (DHBW)- Licence Gestion (UHA)- Bachelor Universitaire de Technologie (UHA)
ECTS points	210
Start Date	September (calendar week 39)
Study mode	Full-time
Duration	3.5 years (including 48 weeks of internships)
Languages	English, German and French
Locations	Colmar (FR): semesters 1+4 Lörrach (DE): semesters 2+5 Basel (CH): semesters 3+6
Semester fee	CHF 750

Start your global career with us!
Are you ready to take the first step?



Scan here for more information
and application details

fhnw.ch/study-ibm

Customer Care Center

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



fhnw.ch/study-ibm

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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